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OF IDIOTS 1952-2002

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Naughty little bears

60

50 YEARS OF STUPIDITY!



NOVEMBER 2002

NUMBER 423

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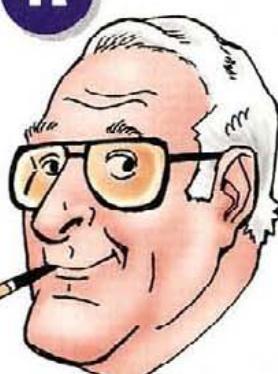
You can avoid many
a close shave by not
working yourself up
into a lather!



47

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Various Places
Around the Magazine



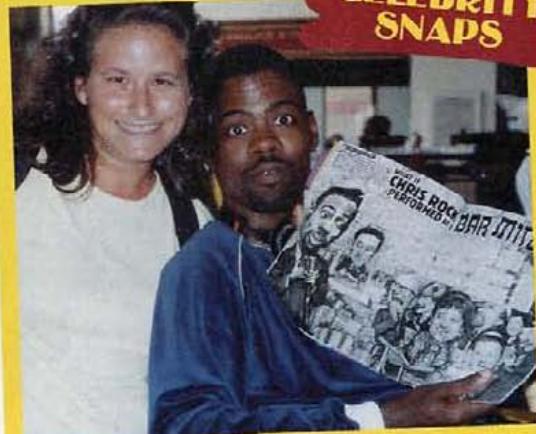


DEFACING THE MUSIC— 1ST MOVEMENT

Congratulations to your front cover artist for using the *Sgt. Peppers Lonely Hearts Club Band* album of the Beatles to illustrate the "50 Worst Things About Music." Still, on the original, Hitler was on the sidelines, but I cannot find bin Laden on your cover (unless he was disguised as the snake?).

Steven Bernard, Geneva, Switzerland

Bernie — Keen eye! Originally, bin Laden was supposed to be on the cover, but at the last minute he backed out citing a scheduling conflict in a photo shoot with Annie Leibovitz for an upcoming *Vanity Fair* cover. By the way, one small correction to your letter — our cover had absolutely nothing to do with the Beatles — it was supposed to be a parody of The Rolling Stones' *Their Satanic Majesties Request!* —Ed.



I've been a reader since the late 1970s and I've always wondered how it was that people were able to arrange to get their pictures taken with a celebrity and a copy of MAD, thus earning a free subscription. My question was answered in Baltimore's Penn Station, when I met Chris Rock filming his new movie. I think I deserve an extra-special bonus prize since not only did I get a picture of him with the magazine, but with his picture in the magazine.

Jordana Baden, New York, NY

Jordy — You're right! You deserve an extra special prize — but we don't give extra special prizes, so you'll just have to take the free three-year subscription and be happy, happy, happy — you follow? —Ed.

DEFACING THE MUSIC— 2ND MOVEMENT

In your "50 Worst Things About Music" (MAD #420) you mentioned Satellite Radio as #11. Are you mad? XM Satellite Radio is saving us from the eight crappy songs you hear on FM. XM Radio is modeled after MAD with a copy in every studio. Where else will you find a channel that plays nothing but the world's worst records (like William Shatner doing Beatles songs) or a 24/7 cocktail channel where Don Ho lives with Esquivel. Our metal channels are satanic, our rap channels uncensored and our rock channels play everything in Frank Zappa's library. We have places you can hear Phil Collins, too. We are saving radio. Lee Abrams, Chief Programming Officer XM Satellite Radio, Washington, D.C.

Leelee — You can't be sirius! You may be "saving radio," but we're saving a whopping \$10 a month by not subscribing to XM! —Ed.

MAD CELEBRITY SNAPS



THE BIG
EASEL



Back in MAD #420, we challenged readers to create an Alfred E. Neuman face in a medium of their choice. Dave George of Bellflower, CA sent in a photo of his daughters Katie and Kristine holding their peach. Jim Hutchings of Ontario, Canada sent in two portraits, one made from buttons and spools of thread and another from Froot Loops, Nesquik, Count Chocula, Frosted Cheerios and two Oreo cookies. (It's obvious that Jimbo has way too much time on his hands and way too many sugar cereals on his breakfast table!) We continue to seek Alfred contributions in other mediums like pizza, body hair or kitty litter. You name it, we want it! Send pictures to Amy "The Big Easel" c/o MAD Magazine, 1700 Broadway, New York, NY 10019. Don't be bashful, how bad could yours be compared to Jimbo's Froot Loop fiasco!

Katie and Kristine George with their Alfred E. Peach



DEFACING THE MUSIC— 3RD MOVEMENT

I just read your "50 Worst Things About Music" issue (MAD #420) and I must say congratulations! You guys hit every nail on the head! You guys are probably going to get a lot of nasty mail because of #50 (the oboe). So I'm giving you guys a defense for those damn prudes! As you know, the oboe's claim to fame is that it plays an "A" so everyone can tune up. What people don't know is that only useless tone-deaf morons actually need that "A." So if they'd get rid of the oboe, we wouldn't have any useless tone-deaf morons in the orchestra. Now I play the cello in an orchestra, and I'm always in tune before the oboe plays its annoying whiny moan. It's just an inferior version of the bassoon.

Racer LeVan, Lewisburg, PA

Speed Racer — We've long had a jones for the oboe for just the reasons you articulated so brilliantly. We would love hearing from you about your feelings toward the accordion, the harp and the cowbell! See ya in the pit! —Ed.



Alfred E. Buttons



Alfred E. Cereal

EARTH HAS A DEADLINE

THE CORE

THIS FALL
THE ONLY WAY OUT IS IN



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TheCoreMovie.com

Recently, we asked readers to send a note telling us when they started subscribing to and/or began reading MAD, as part of our 50th anniversary celebration. We received a boat-load of responses — too many to fit on one Letters Page. So beginning in this issue and continuing in the next, we will be reprinting selected highlights from many of the letters we received. Thanks to all who took the time to write!



I have subscribed to MAD since about 1986. But I've been reading it since issue #38, March, 1958.
— Joe Polanin, Greenbelt, MD

I have been a fan for the last 50 years and have had your subscription for the last 25 years.

— Pate Bridges, via e-mail

I have read MAD since about the age of 13 when my mother would buy copies off the newsstand. That was 28 years ago, and I have enjoyed each and every issue.

— Lynn Lanphar,
Robins Air Force Base, GA

I have been a subscriber for five years. It may not seem like a lot, but I have 140 MADs and some of them were given to me by my dad when he was a subscriber at my age (15 years old).

— Preston Simon, Newville, PA



My subscription began with issue #112, July, 1967 as a gift from an aunt in California.

— Tony Avak, Lexington Park, MD

I was a subscriber from the very beginning. It was interrupted when I went overseas in the early 60s. I resubscribed, then went overseas again in the early 80s and then I re-subscribed in 1986 until now. I may not be the longest, but I was there when you were born.
— Mark Zigoris, Cincinnati, OH

I began buying MAD regularly in the late 1950s, and my parents got me a subscription in the early 1960s. After 40 odd years, I'm not only a subscriber, but I have every issue since 1957.
— Maggie Parkhurst, Glendale, CA

I have almost every issue since #97, September, 1965. I missed a few off the newsstand, so this was the impetus to subscribe which started around 1969.
— Marty Plastic, Harrisburg, PA



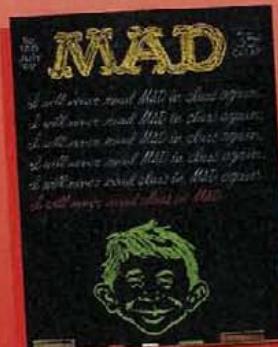
I have every issue, but recall buying #5 about 20 years ago, as it was the only one I didn't have. Therefore, I didn't subscribe until #6 or #7. I also subscribe for my grandson.
— Robert H. Laird, 3rd, Dresher, PA

I've had a subscription going since 1986. I'm 27 years old and a member of MENSA. If it's one thing I've learned from all the years of reading MAD it's that there is nothing in this world, no matter how sacred or profane, that is free from ridicule.

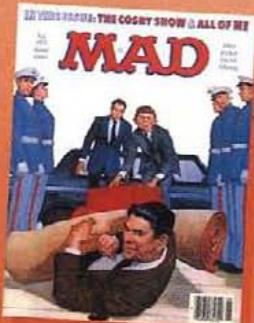
— Bill Montbleau, via e-mail

I have been a subscriber since 1957. I have an almost complete collection of MAD. (I'm only missing the first 15 issues.)

— Ira Anekstein, East Northport, NY



I originally subscribed to Mad with #128, July, 1969. I covered the cost with my paper route and lawn mowing money.
— Mark Sommer, Teaneck, NJ

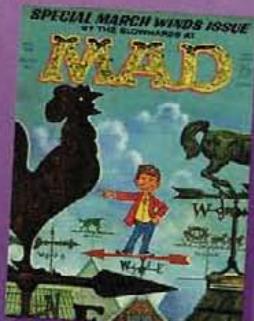


I've been buying every issue since #39, May 1958, but I've only been subscribing since #255, June 1985. I may not have the oldest continuous subscription, but I'm probably the oldest (60 this year) subscriber.

— Gene Phillip, Great Falls, VA

I can attest to my membership from #47, June, 1959. I'm 72 years old and love MAD.

— Jerry Welshoff, Spring Hill, FL



I began subscribing with issue #62, April, 1961. Through college and Vietnam I continued to receive MAD, though my parents had to censor it before sending it along. I often bought MAD at the PX in Vietnam where you could only get Playboy, Penthouse, Army Times and MAD.

— Thomas Stevens, Dover, NH

My association with MAD has been a long one. I was first introduced to it in 1954 when I was serving in the (U.S. Army stationed in Germany. Upon my discharge, I continued my career in dentistry commuting between Philadelphia and New York University's School of Dentistry. For educational literature during the commute, I started my subscription in 1957. The first magazine I placed in the waiting room was MAD. Incidentally, that was the only magazine that the kids took home with them. I retired from Orthodontics to pursue a second career in forensics. As we say, things go around and go around. Since September 11th, I have been a part of a team working at the Office of the Chief Medical Examiner of New York helping to identify the victims of the World Trade Center attack. Once again, I am commuting to New York with my MAD magazine under my arm.

— Dr. Norman Goodman,
Phoenixville, PA

ODDS-FEST

Why, oh why haven't you included "Celebrity Cause-Of-Death Betting Odds" in your magazine lately? The last one was of James Lipton in MAD #417! Please! He's hardly funny enough to leave your readers hanging with. I fear that without the return of one of my favorite monthly features, I may have to start calling your magazine a "piece of crap"! Please bring it back! I'll love you all forever!

Nikki Jilek, Covina, CA

Nikki Sixx — We took the liberty of forwarding your letter to the creator of "MAD's Celebrity Cause-Of-Death Betting Odds," Mike Snider. Since Mike is only allowed to receive mail once a week at his current address, and is not allowed to have pointy, potential weapons such as a pen, it took a while for him to respond. He did, however, send the following note scrawled on the back of an Arizona Diamondbacks napkin in his own blood:

Odds that MAD's Celebrity Cause-Of-death Betting Odds is returning to the magazine's pages: 6.000.000.000.000.1

Odds we're going to have pudding tonight: 3:1
Odds that I'm going to jam a fork into that big hooligan from D Ward: 1:1

We hope this answers your question as to why "MAD's Celebrity Cause-Of-Death Betting Odds" hasn't been in the magazine lately, though it may return in 7-10 years! Thanks for writing! —Ed.



HOW TO REACH US

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Manuscripts will not be returned or
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read faxed submissions!

An Idiot's Guide to Idiots

Don't know which idiot is which on our
inside front cover poster? Be sure to
see our next issue for the answer key!



Make A Dumb Wish Foundation™

I want to make a wish for the *Make A Dumb Wish Foundation™*. My wish is for you to tell me what BYPR OHIAS (the Morse Code message) means from the Spy Vs. Spy article in MAD #416.

Michael Cordero, Dolton, IL

Mikey — Once again the *Make A Dumb Wish Foundation™* is able to make a dumb wish come true. We will tell you exactly what it means, in Morse Code, of course!

----- / - * * * * / - - - - - * * * * !
----- * * * * * * * !

Thank you for your interest in the *Make A Dumb Wish Foundation™*. —Ed.

MAD FORUM

I've read your magazine for sometime now, and, honestly, I've read the Letters Page maybe...twice, in the middle of the night when I'm trying to fall asleep. On my third time reading this page, I had a thought: Are these letters real, or are they as fake as the ones in *Penthouse*? Sarah Wilson, Waukegan, IL

Dear Sarah — I never thought I'd find myself writing to you, but I must share with you an incident that happened yesterday as I was reviewing letters to the editor. We received a longing missive from a young woman who confessed that she turns to the Letters Page when she is alone in bed and can't sleep. While she didn't come out and say it exactly, it was clear what was on her mind. When she inquired whether the letters were real, it was painfully obvious that she was really inquiring whether I, Ed., was real or just a fantasy. I wrote and told "S" that oh yes, I am real and that I would be there for her any night she needed help falling asleep. I also asked her to invite a couple of insomniac girlfriends over, oh my! —Ed.

MAD

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the usual gang of idiots

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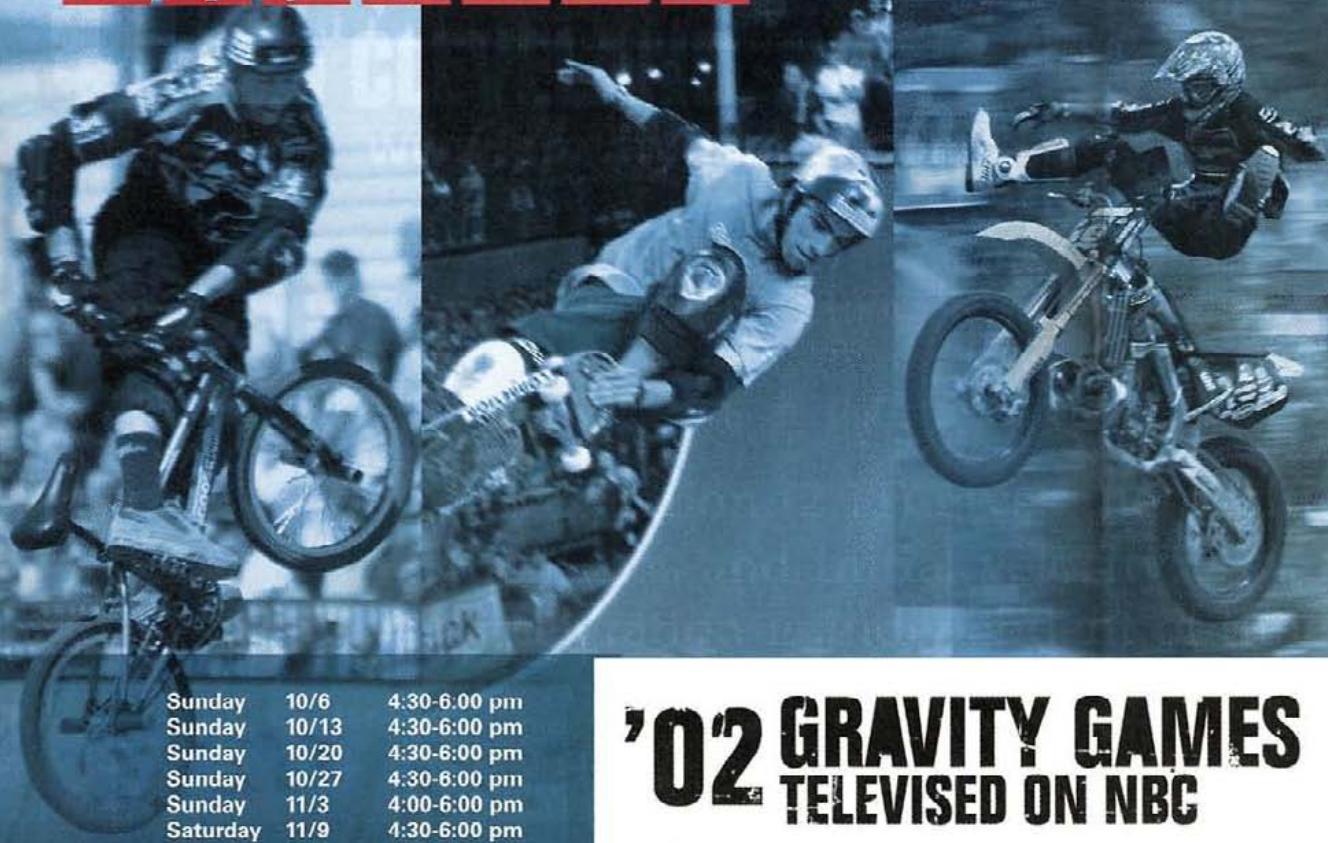
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MONGOOSE

GT

GRAB LIFE
BY THE HORMS
 DODGE

LOG
DUNIGAN REES

SPEED STICK

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CLEVELAND
SPORTS

Clearasil

sam goody

Heineken

Norelco

HANKS FOR NOTHING DEPT.



I once spent six weeks with my father, Mack O'Sullenone, in the winter of 1931. You'll spend six weeks with him too, in this two-hour movie! At least it'll *seem* like six weeks in this incredibly slow father-son journey...

ROAD TO

Wow!
What
a
big
house!

Please
don't say
"Big
House!"

You work
for Mr.
Looney,
don't you?

Yes, Mr. Looney has been very generous to us! Even though there's a great depression going on, he keeps our family in basics: food, shelter, bullets and a large assortment of fedora hats!

Let's drink to Duncy McGuffin! Duncy McGuffin was a good man! A decent man! An honest man, relatively speaking: I'm almost sorry I ordered him whacked!



What's
the Great
Depression?

You're
looking at it!

You mean
the poor
people
outside in
bread lines?

No! I mean an award-winning actress like me, Jennifer Jason Leigh, playing a frumpy wife with only two lines in the film! Now *that's* the great depression!

Poor Amy O'Sullenone! Her husband is a murderer for a mob family and she has to quietly live with that!

She's
the
Carmela Soprano
of the
1930's!

SEDATION

ARTIST: HERMANN MEJIA

WRITER: ARNIE KOGAN

I'm Clunker Looney! I'm part of a long movie tradition — unbalanced sons of mob bosses! I'll put it this way: if Sonny Corleone and Fredo Corleone were Irish and had a child...it would be me!

Hold still, young man!

You're that creepy crime photographer that takes pictures of the dead!

Smile and say "Blood splattered corpse in Kankakee!"

But I'm not dead!

Just wait a few minutes!



Hey, aren't you Frank Nutty?

That's me! First lieutenant to Al Capone! Looney's mob is part of the Capone operation! I'm amazed that John Looney lives this lavishly!

But Looney gets a piece of all the action in this area!

All the bootlegging, prostitution and gambling!

This is Rock Island, Illinois! Last month's action was a case of Pabst, two fat ladies and an illegal pinochle game!

This film is about fathers and sons!

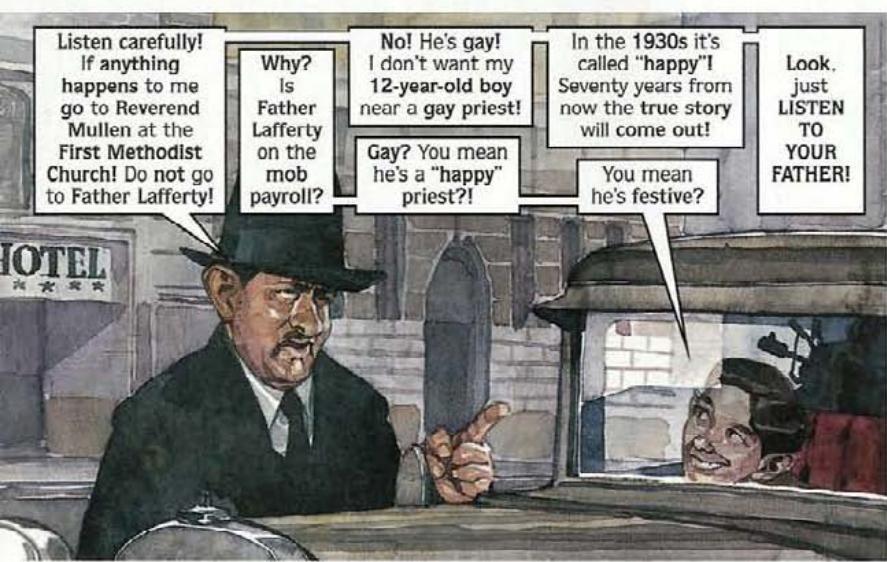
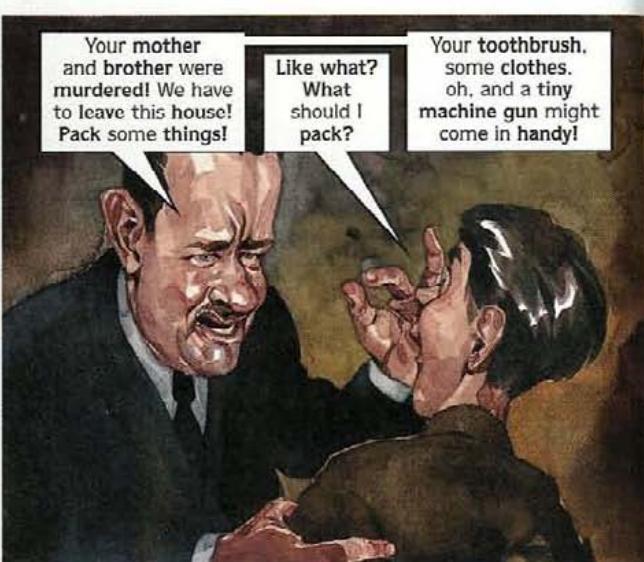
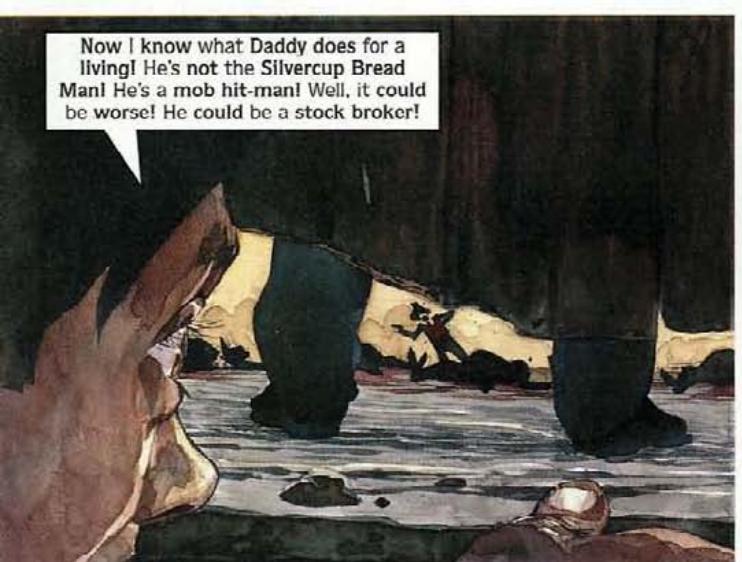
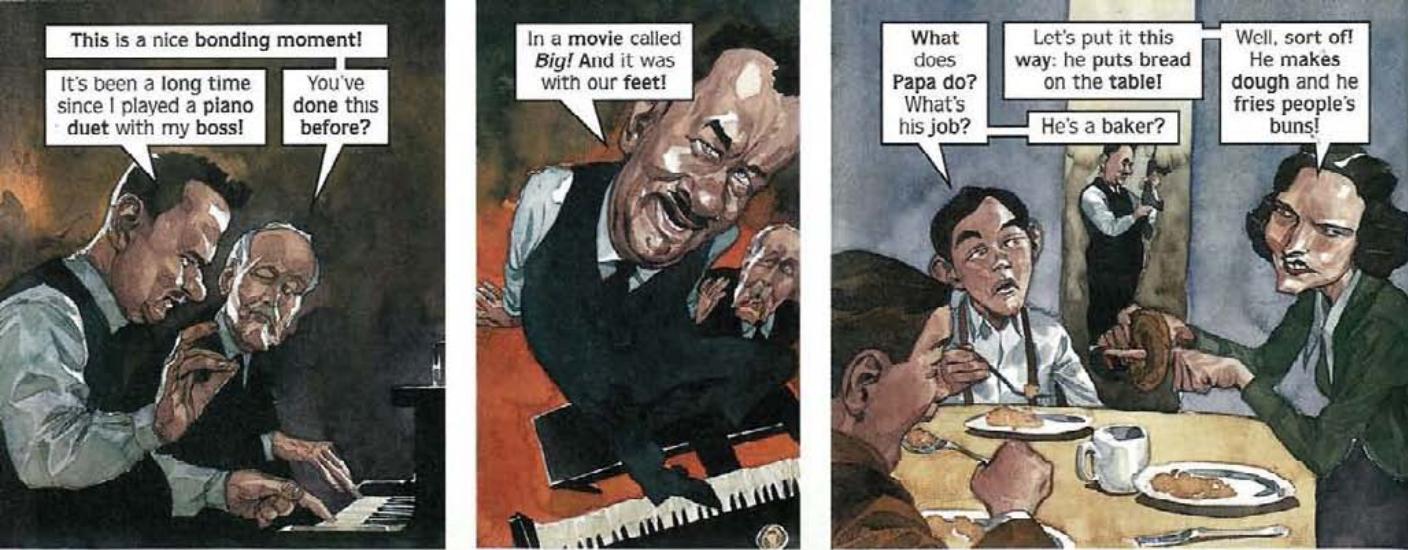
It's about nobility in a corrupt world!

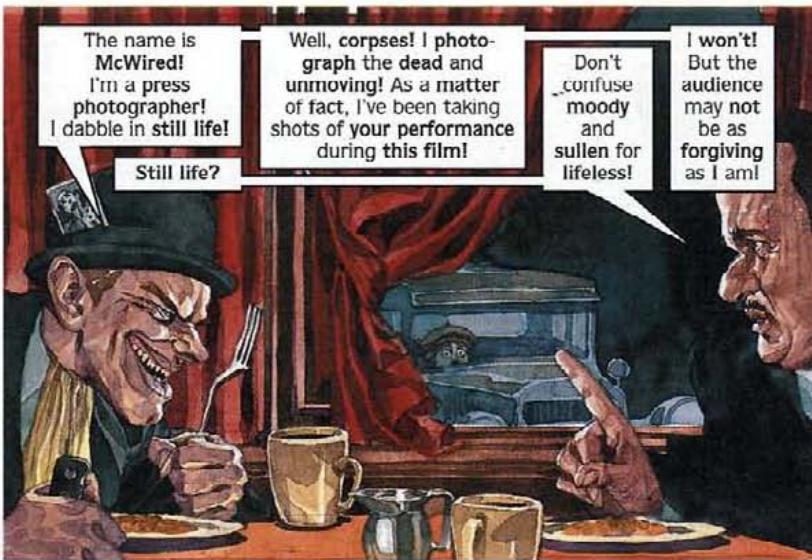
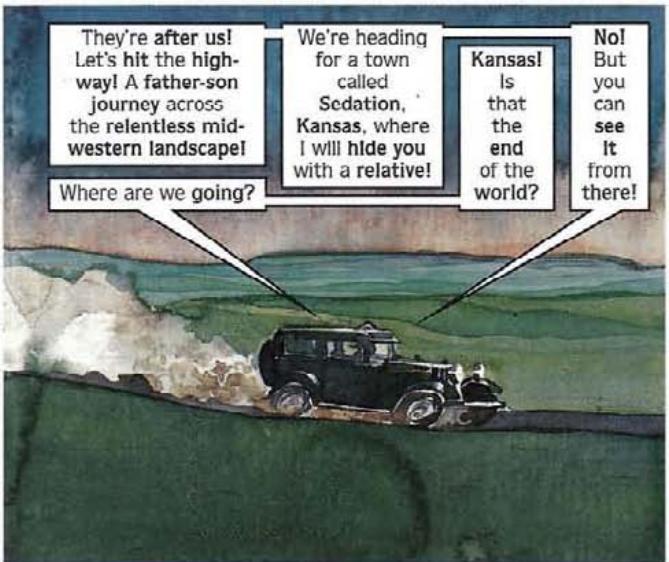
It's about betrayal, loyalty and vengeance!

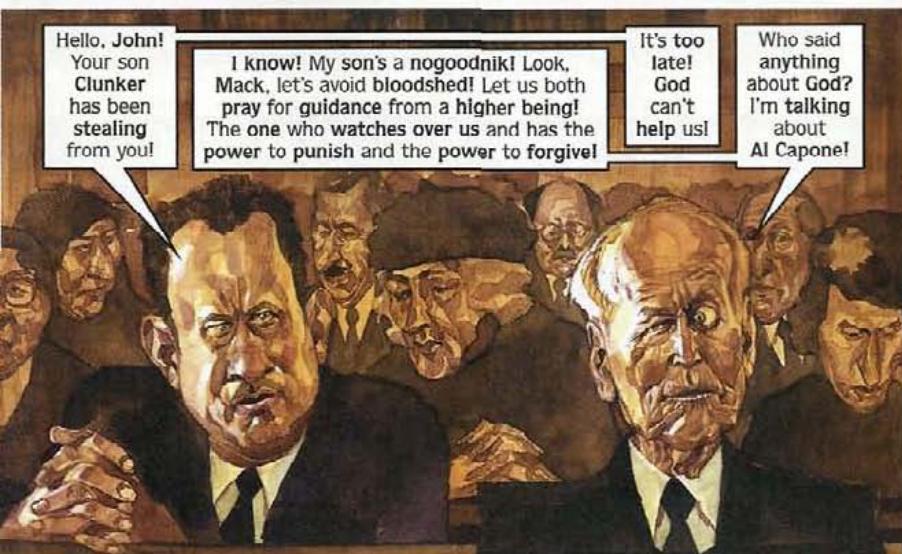
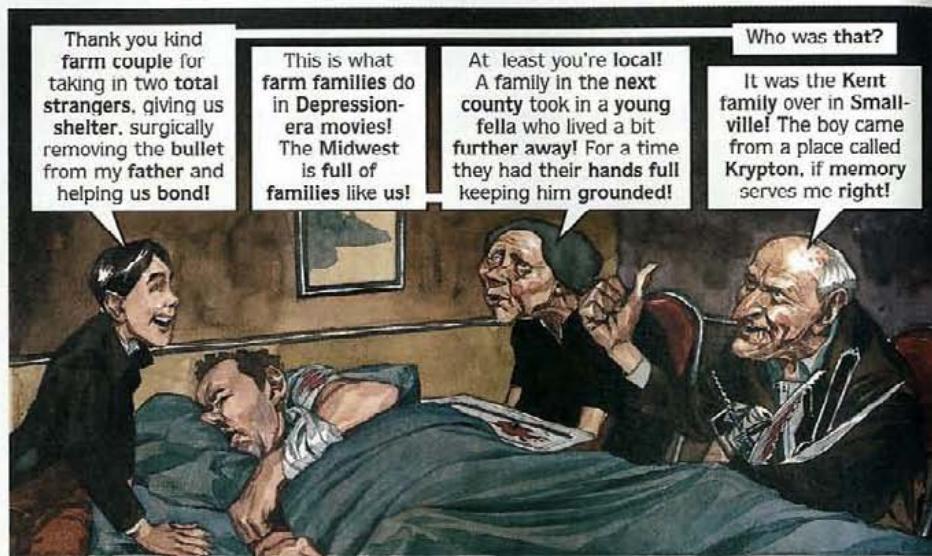
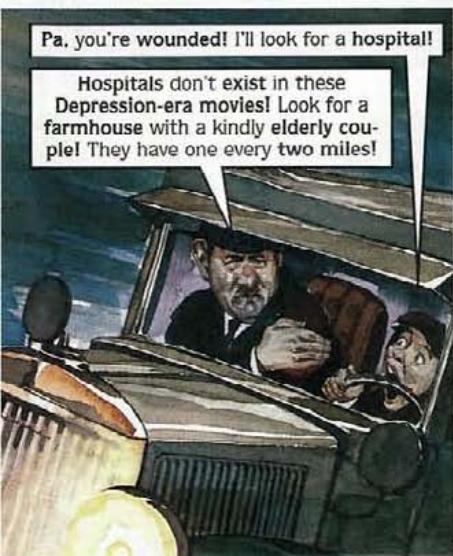
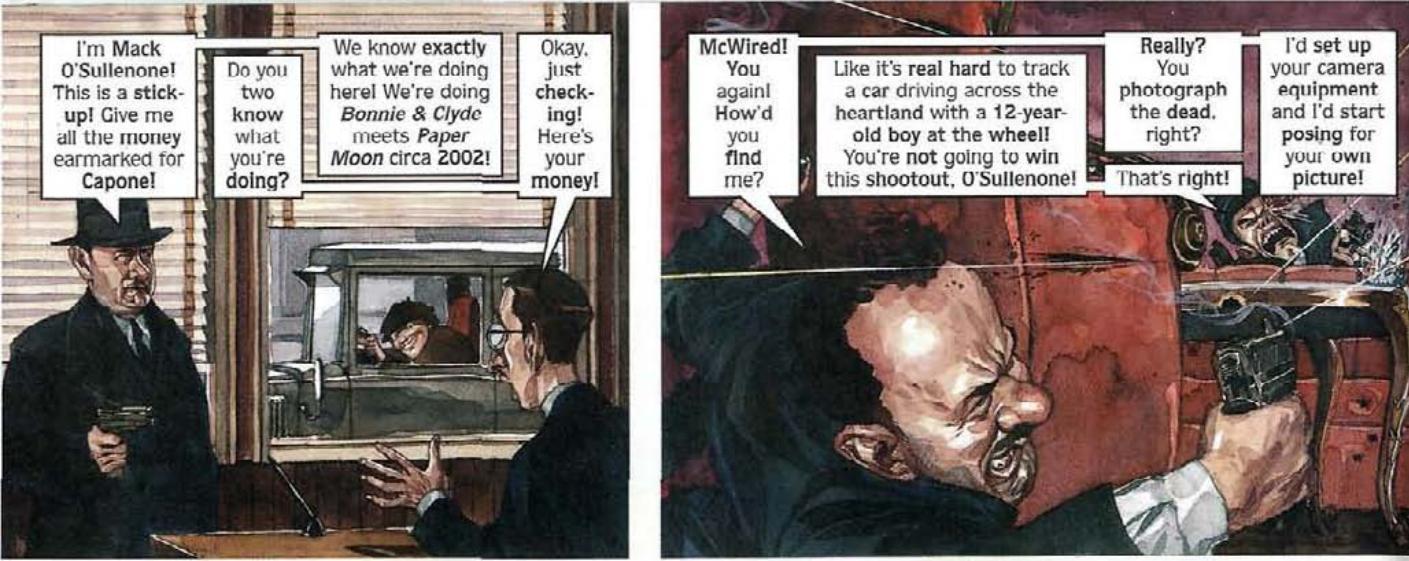
It's about two superstars from two generations! Does Newman still have juice overseas? Does the film have legs to do 300 million worldwide? Will it outgross *Scooby Doo*?

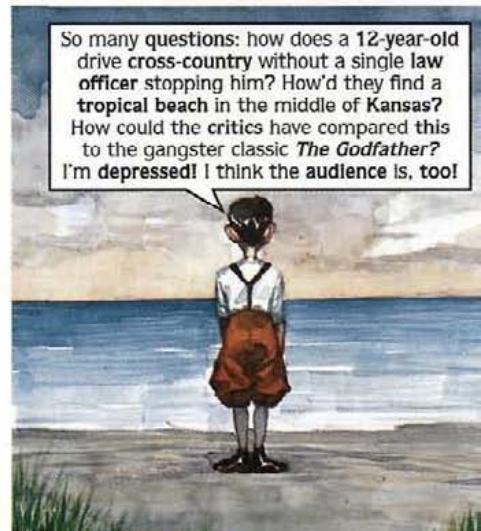
Who are they?

Three film students and the Dreamworks accountant!

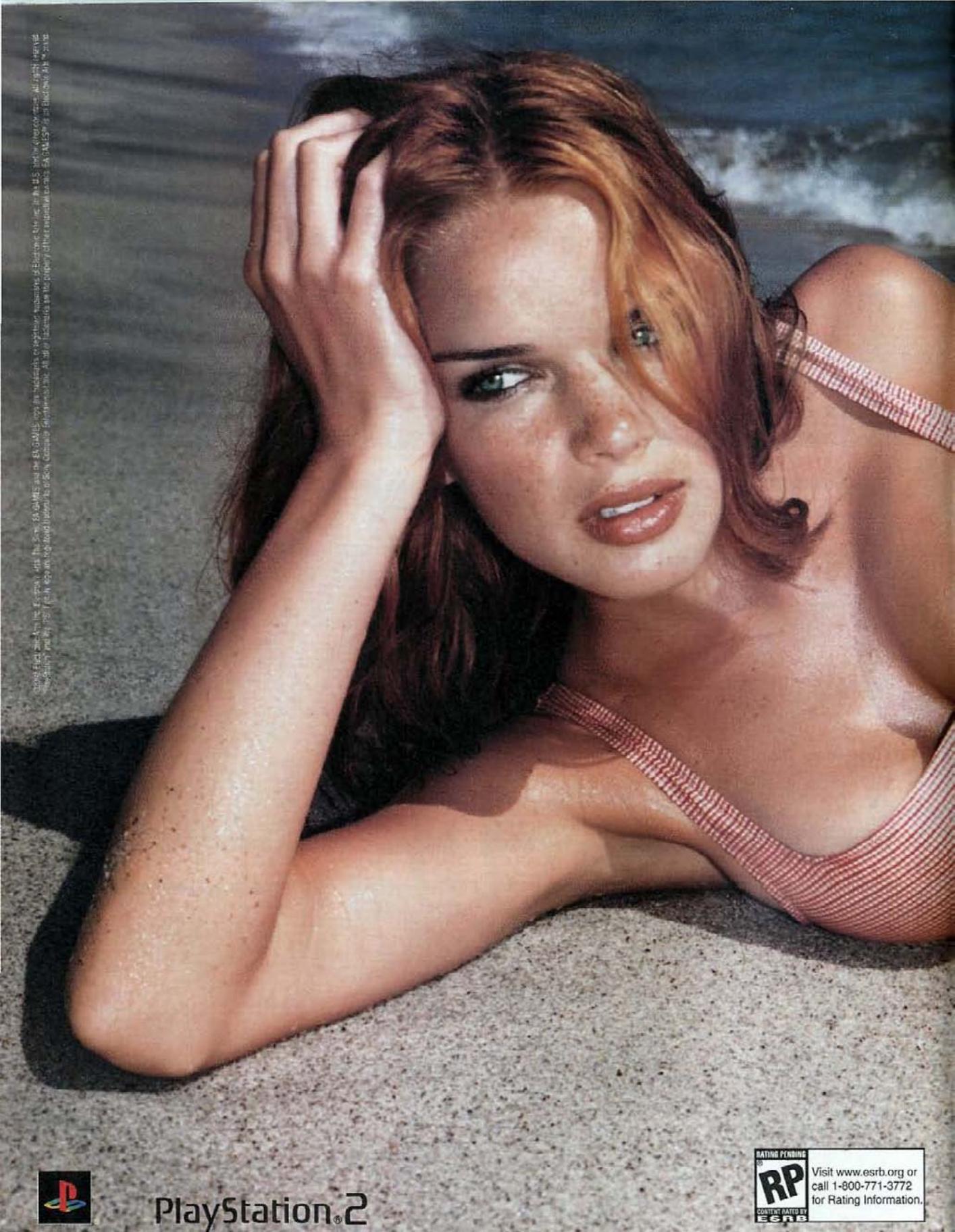








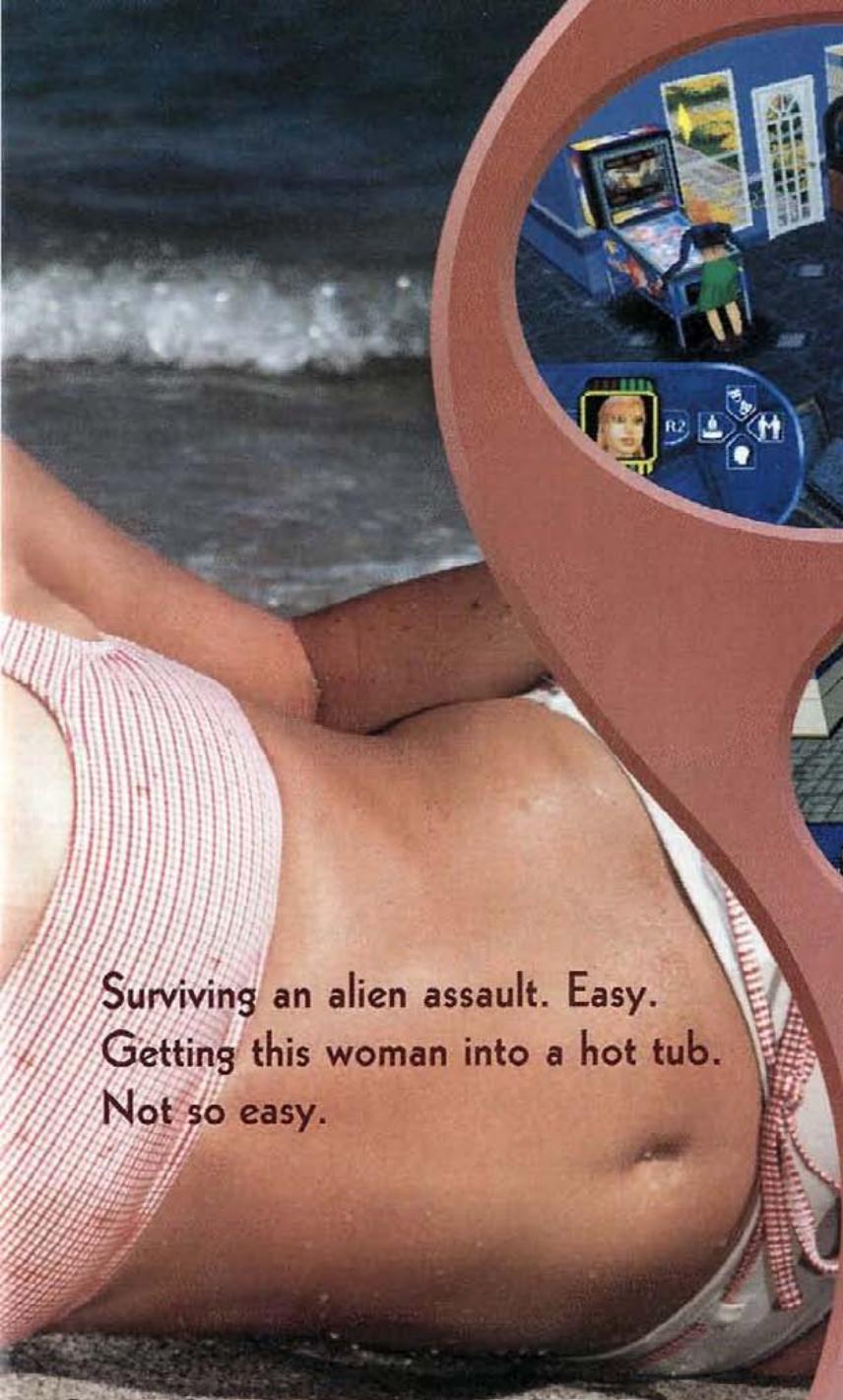
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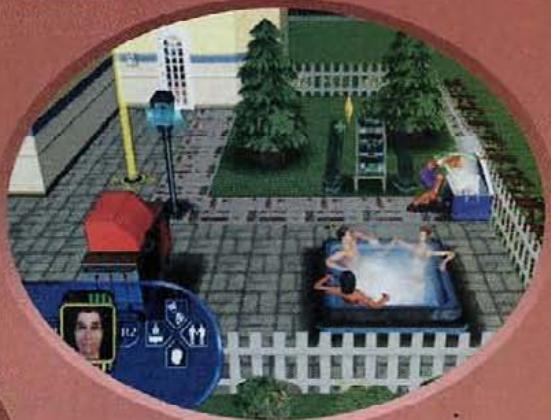
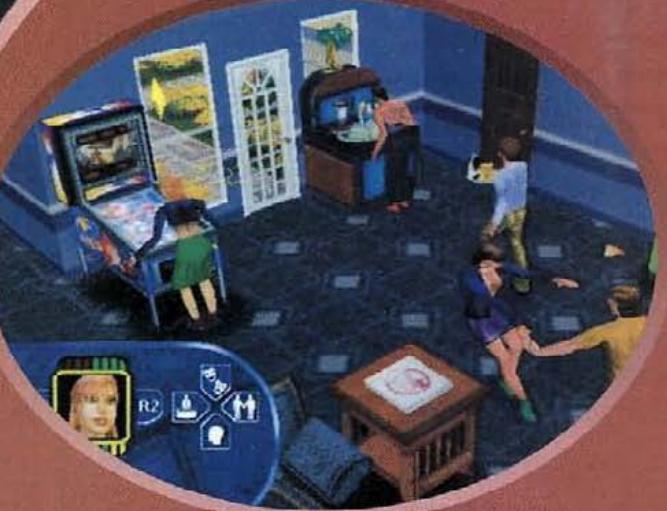
PlayStation®2



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for Rating Information.



**Surviving an alien assault. Easy.
Getting this woman into a hot tub.
Not so easy.**



Especially if you're living with Mom... It's time to spread your wings as a Sim on your Sony PlayStation® 2 Computer Entertainment System. You'll need to find a job and a new place to live, so why not make it a bachelor pad and find your soul mate while you're at it? Arm yourself with the arsenal you'll need to succeed: a strip poker table, a nice stereo, and if you make it to level five, the all-powerful "Love Tub." Play head-to-head or solo, and get yourself a life with The Sims™ on your PlayStation 2. TheSims.com

The Sims



NOW ON PLAYSTATION® 2

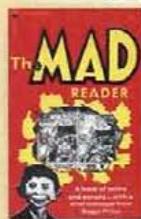
eagames.com



MOCK IT ON YOUR
CALENDAR DEPT.

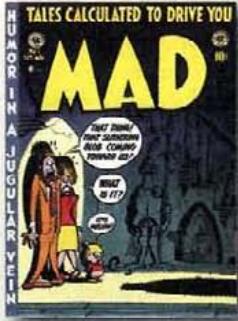
For fifty years, MAD has been a staple of bedrooms, living rooms, dorm rooms and recycling bins. And in that half century, the magazine has seen its share of highlights (driving a subtle, yet effective wedge between Tom Cruise and Nicole Kidman) and low points (the tragic East Coast/West Coast publishing war that claimed the lives of so many contributors). But in terms of amazing developments and captivating achievements, MAD's history is rivaled only by that of our own country — but with slightly fewer intern-related scandals. So enjoy our timeline and remember — while those who don't learn from history are doomed to repeat it, those who learn anything from MAD's history are doomed, period!

The MAD 50TH ANNIVERSARY Timeline 1952-2002



The MAD Reader, the first in a popular series of over 200 forgettable MAD paperbacks, is published by Ballantine Books. Educators note a sudden, inexplicable drop in student reading scores that continues to this day.

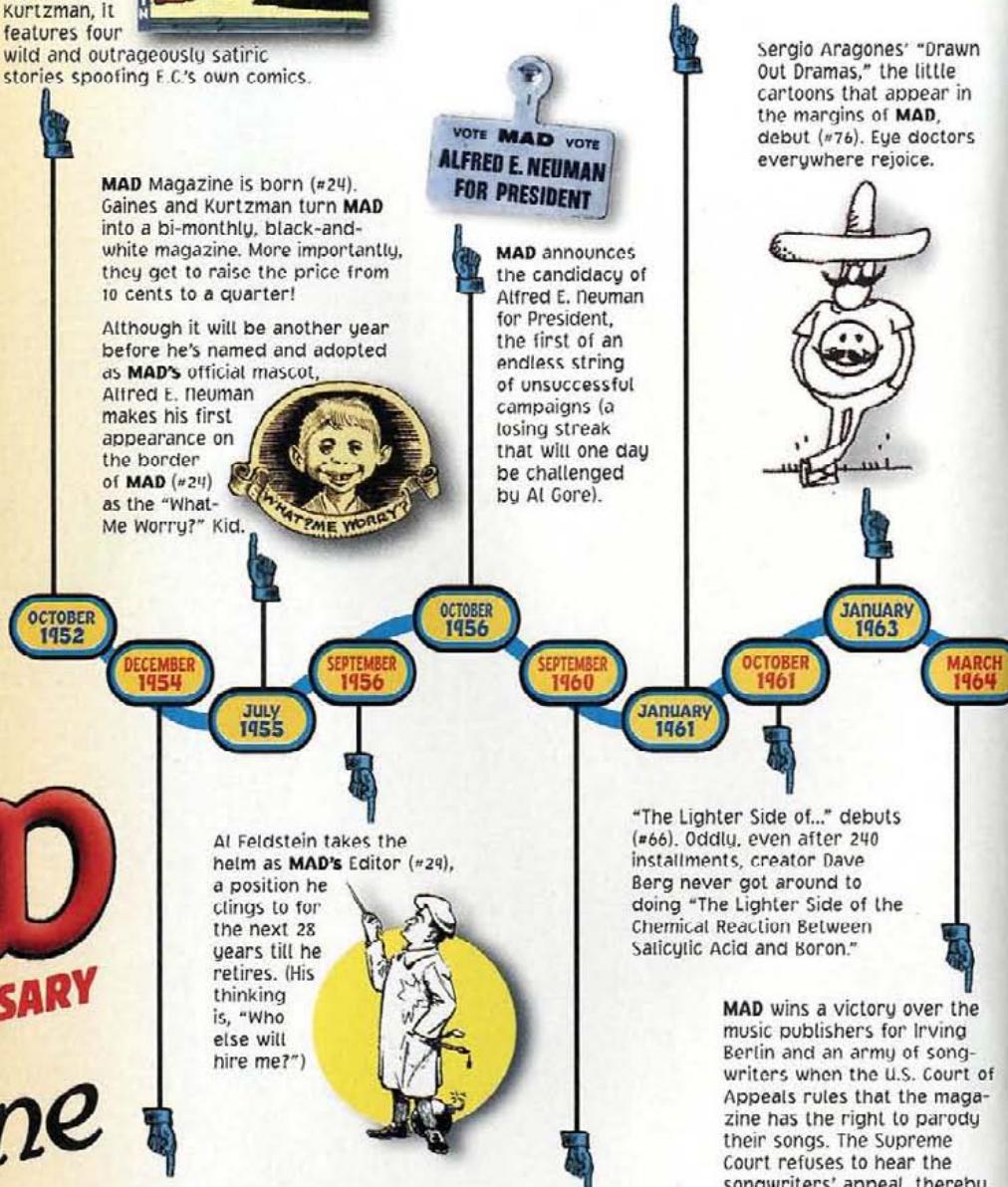
William M. Gaines' E.C. Comics, known for *Tales From The Crypt* and *Weird Science*, publishes the first issue of MAD. Edited and written by Harvey Kurtzman, it features four wild and outrageously satiric stories spoofing E.C.'s own comics.



"Spy vs. Spy," the creation of Cuban refugee Antonio Prohias, makes its first appearance in MAD (#60). At the time, Prohias only speaks three words of English, two of which are "spy."



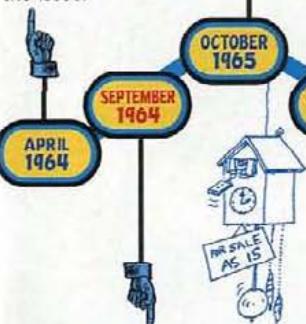
Sergio Aragones' "Drawn Out Dramas," the little cartoons that appear in the margins of MAD, debut (#76). Eye doctors everywhere rejoice.



MAD's "Snappy Answers To Stupid Questions" debuts (#18). Has this feature run for four decades because readers love it? No, MAD has just been honoring an ill-advised 40-year contract with Al Jaffee!



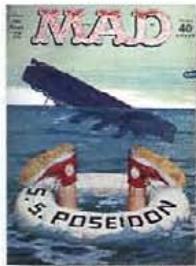
In a cheap response to Playboy's "fold-out" centerfold, "The MAD Fold-In" premieres ('86) and cheap gorks around the globe begin the loathsome practice of folding-in the back page and leaving the store without purchasing the issue.



Don Martin coins the sound effect "SPUSH!" (#84).



MAD hits Off-Broadway! The MAD Show starring Linda Lavin and Jo Anne Worley, among others, begins a two-year run at the New Theater. (Some people even come to see it and one actually sits through the entire production!)



MAD #161, featuring a spoof of The Poseidon Adventure illustrated by Mort Drucker, becomes the best-selling issue in the magazine's history. Like the Poseidon itself, we've been sinking ever since!



MAD writer Dick DeBartolo's article "Some Purchase Tags Few People Ever Get To See," is published (#103), beginning his incredibly moronic (and ongoing!) streak of writing an article for every issue of MAD—which now stands at a truly stupefying 321!



At Feldstein steps down as Editor and is replaced by Co-Editors Nick Meglin and John Ficarra, who to this day continue to fight over who's really in charge.



Richard Nixon, as drawn by Jack Davis, makes his record sixth appearance on a MAD cover (#246). Five years later Sylvester Stallone will equal Tricky Dick's "achievement" with his sixth cover appearance (#338). (George Dubya and Bill Clinton are tied for second place with five cover appearances each.)



A young Chevy Chase writes his first and only article for MAD (#134), a career move he will come to regret even more than his decision to appear in Vegas Vacation.



MAD lends its name to Up The Academy, a movie so bad (even by Hollywood standards!) that publisher William Gaines pays tens of thousands of dollars to have all references to the magazine removed from the subsequent video release.



At the first MAD art auction, long-time MAD fans Steven Spielberg and George Lucas waste a lot of money to purchase original MAD cover art spoofing many of their movies.

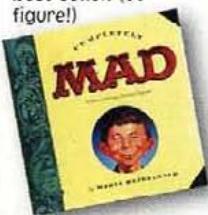
Spielberg, who is completely out of control, also buys the cover of MAD #1.



In celebration of the magazine's 35th anniversary, CBS' 60 Minutes broadcasts a feature on MAD, reported by Morley Safer. Critics point to this as the dawning of irresponsible journalism by network news organizations.

The MAD 50TH ANNIVERSARY Timeline 1952-2002

Completely MAD, the official history of the magazine, written by Maria Reidelbach and published by Little, Brown & Company, hits bookstores and becomes an immediate best-seller. (Go figure!)



OCTOBER 1941

JUNE 1942

OCTOBER 1943

SEPTEMBER 1944

OCTOBER 1945

MARCH 1947

JANUARY 1949

APRIL 1947

AUGUST 1949

JUNE 2000

FEBRUARY 2001

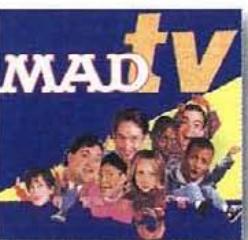
MARCH 2001

OCTOBER 2002



MAD's Founder and Publisher William M. Gaines dies in his New York City apartment at age 70. Since then, his attendance in the office has been spotty at best.

MADtv, a new sketch comedy show, premieres on FOX. Across the nation, viewers scramble for their remote controls.



To settle the ongoing debate, **MAD** (#322) holds the definitive Alfred E. Neuman lookalike contest between Prince Charles, Ted Koppel and David Letterman.

Letterman finishes a distant third and Koppel is the runner-up. Prince Charles finishes first with 38.2% of the vote and wins the uncoveted grand prize—a tree **MAD** subscription.

Monroe debuts (#356). Readers who complain that Duck Edwing is in questionable taste now really have something to complain about.



MAD is featured in Howard Stern's movie, *Private Parts*, continuing the magazine's long history of film appearances dating back to the Beatles' *A Hard Day's Night*. (In some circles, Alfred is frequently referred to as "the seventh Beatle.")

MAD's first annual run-down of the "20 Dumbest People, Events and Things of the Year" (#377) appears. The editors' original intent to choose the "2,000 Dumbest People, Events and Things of the Year" had to be scrapped due to space considerations.

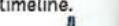


DC Comics' Jenette Kahn and Paul Levitz become **MAD's** new Editor-in-Chief and Publisher, respectively. They vow to continue to maintain the magazine's tradition of stupidity, and that between them, they will continue to maintain William Gaines' body weight.

Totally MAD, a complete collection of every issue of **MAD** through 1948, debuts on CD-ROM. Since it only runs on PCs, Mac users everywhere rejoice.



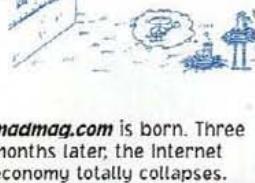
In an episode of *The Simpsons*, the offices of **MAD** are blown to smithereens. We like to think it was an "homage."



MAD celebrates its 50th anniversary in a blatantly self-congratulatory and totally pointless timeline.

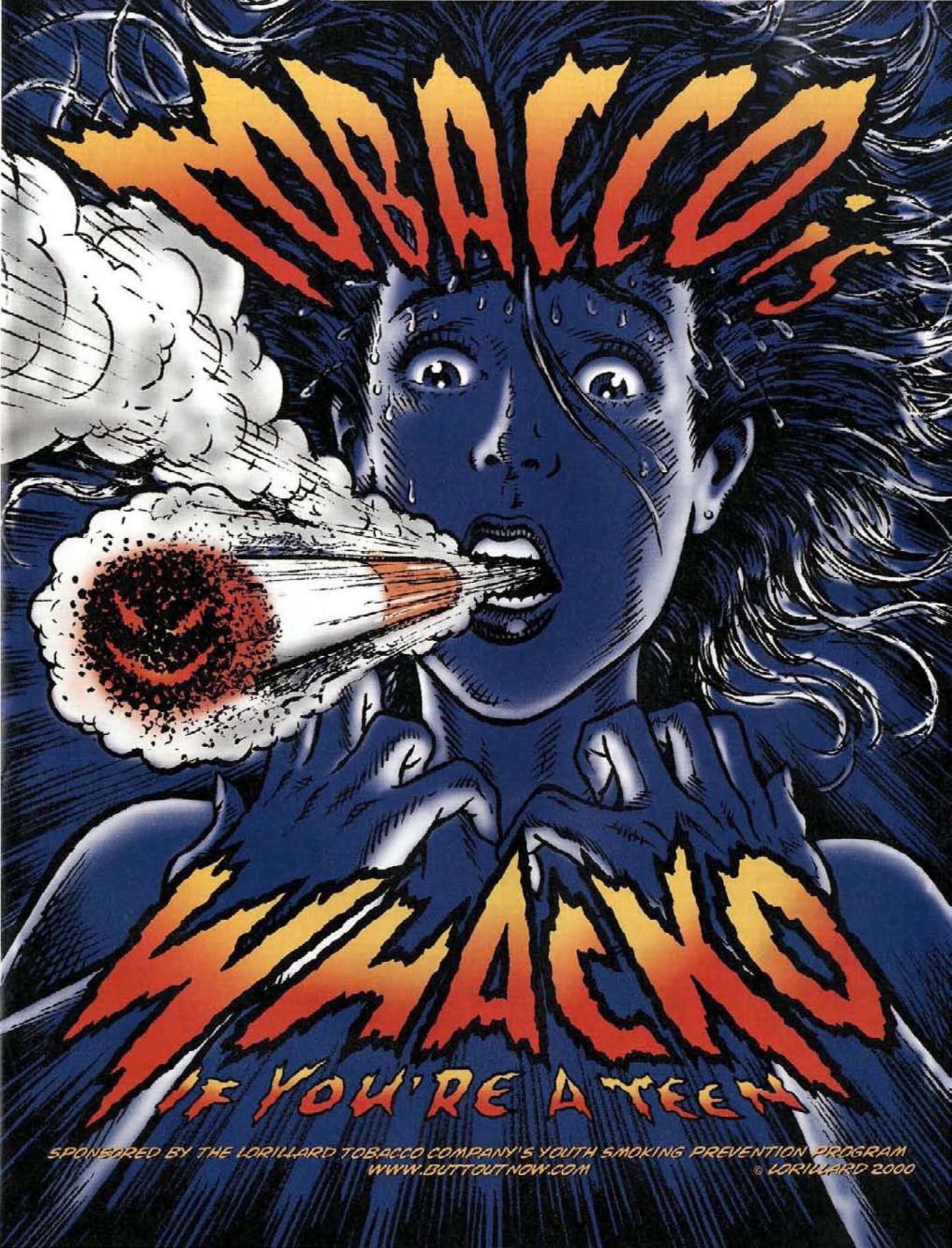


MAD goes to a new color format and begins accepting ads. Critics say William Gaines is "spinning in his grave," but he's not. He was cremated.



madmag.com is born. Three months later, the Internet economy totally collapses.





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THE CHAT 'N THE STAT DEPT.

Recently we here at MAD debuted a new, muckraking series in which we debunked the popular myth that TV talk shows are free-wheeling, unrehearsed forums. Our research proved that all talk shows are actually over-planned, tightly-scripted snore-fests. Last time, we turned our spotlight on *The Tonight Show With Jay Leno*. We now continue our series as...

11:35

Pre-taped introduction showing colorful scenes of New York City. Enjoy taking this video tour while you can.

As soon as the intro ends, 95% of the show is shot inside a generic studio, with the remaining 5% being taped in the same one-block radius.

**11:36**

David Letterman walks onstage. He begins the show by making a cryptic reference that only the studio audience can possibly understand, thereby pandering to 300 people while confusing millions.

**11:37**

Opening monologue. Of the seven jokes Dave tells, the audience applauds wildly at the conclusion of all seven. They laugh out loud at two.

**11:39**

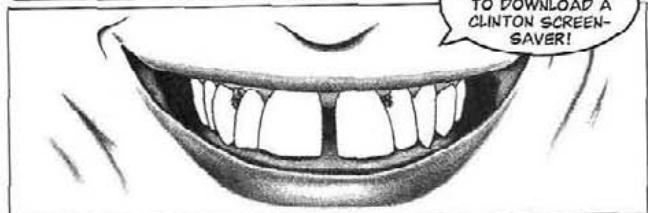
Dave repeats the punch line that bombed the worst.



MAD De TVTalkS

11:40

Dave repeats the punch line that bombed the worst.

**11:41**

Dave repeats the punch line that bombed the worst.

**11:42**

Dave repeats the punch line that bombed the worst, this time in a "dumb guy" voice. The audience, realizing this will go on for another 40 minutes unless they do something, applaud.

**11:43**

Dave does a "found comedy" sketch featuring mumbling stagehands, his self-important announcer or dull-witted tourists. After enough times hearing the audience cheer when a deli owner says "That's right, Dave," even Dave's lazy writing staff begins to believe that this C+ material is gold.



constructs shows

THIS MONTH: **LATE SHOW** with David Letterman

11:52

To create an atmosphere of false excitement, Paul Shaffer's band sings the name of the comedy skit to the same interchangeable music as the last 700 skits. For instance, if the skit is "Calling a Pay Phone," they sing, "Calling a paaaaay phooonne!!!!" But if it's a prop comedy segment called "Celebrity Snow Globes," the band sings, "Celebrity snooooowww gloooobbes!!!!"



12:01

It's the Top Ten List. The #10 line doesn't have to be funny, because people are still easing into the premise. The #6 and #5 lines don't have to be funny, because they're caught in the transition between the first screen of jokes and the second one. The #1 line doesn't have to be funny, because they can jazz it up with swooping graphics and blaring music. There's no explanation for #9, #8, #7, #4, #3 and #2, though.



12:03

With the show more than half over, the first guest arrives. They repeat Dave's earlier punch line that bombed, and receive a standing ovation.



12:04

Dave just barely chokes back his utter contempt for the guest and for show biz in general. If you listen closely, you can almost hear the angry fat re-congealing around his heart.



12:23

A fresh new standup comedian with "New York City attitude" can mean only one thing: the music act cancelled.



12:33

Dave announces tomorrow night's guests with the same palpable joy in his voice that's usually reserved for taking the family aside in cancer wards.



12:34

As the Worldwide Pants logo flashes onscreen, the announcer says something uproarious like "I like cake," or "Scratch this, Pedro," or "That's oblong," or something else apparently scripted by a Ouija board. In comedy lingo, this type of joke is called a non sequitur. "Sequitur" is Latin for "funny."



THE HUNT BEGINS
NOVEMBER 2002



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IN OUR LAST EPISODE...

OMIGOD!
YOU GUYS GOT ME
PLAYSTATION 2!THAT
SHOULD
SHUT YOU
UP.AND HOPEFULLY
RENDER YOU **BLIND!**
NOW GET BUSY RUINING
YOURSELF, BOY, SO WE
CAN SUE US SOME
SONY MONEY!

Monroe and... PLAYSTATION 2

PART TWO

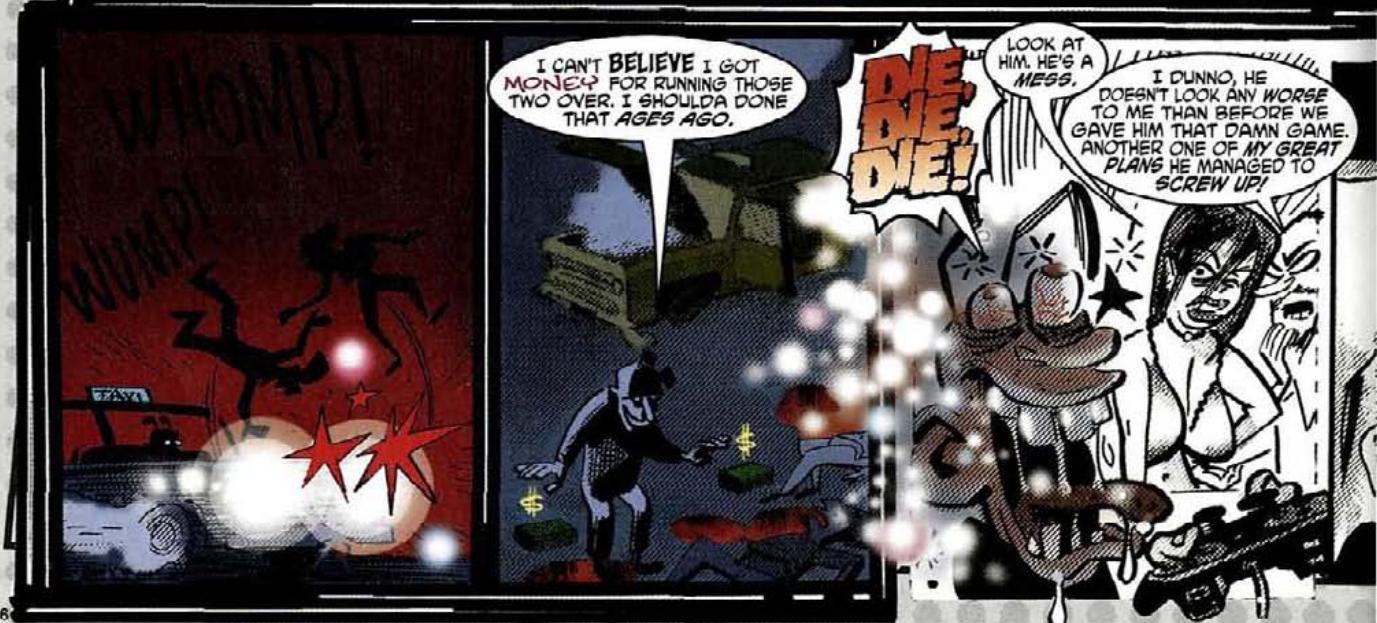


Monkface

LIBERTY CITY,
I'M COMING IN...







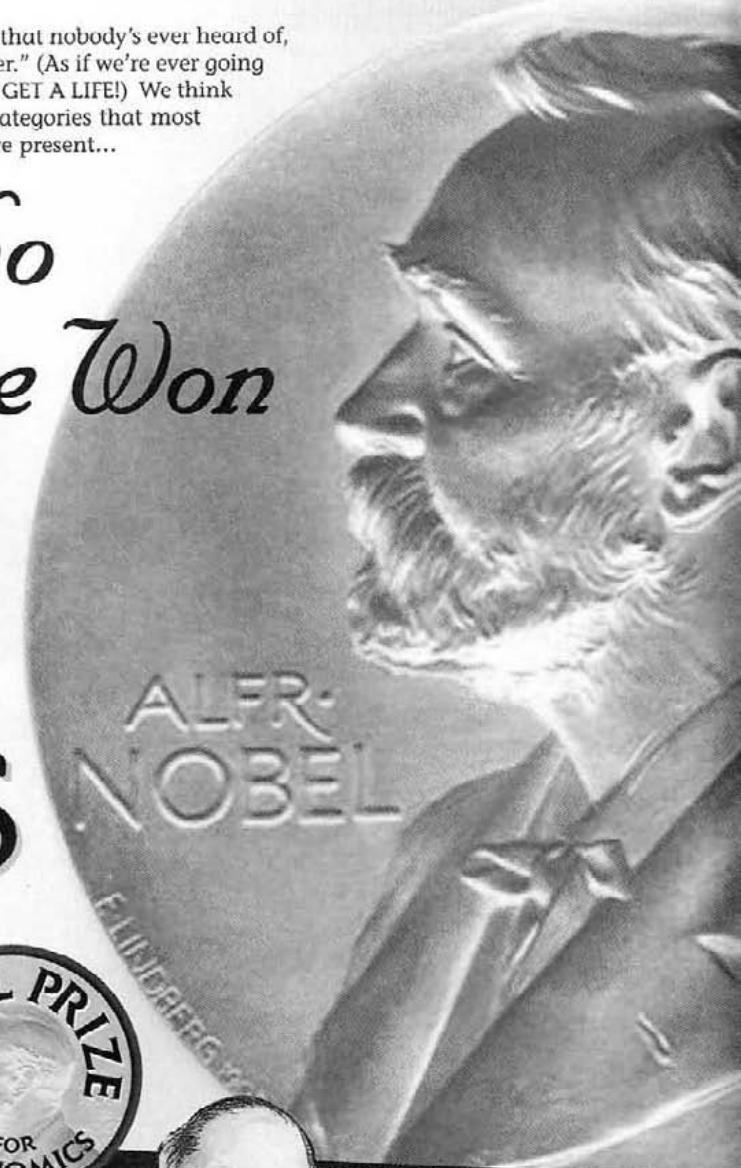




AWARD TO THE UNWISE DEPT.

Every Fall, the Nobel Prizes are awarded to a bunch of geeks that nobody's ever heard of, for "achievements" like finding "a new way to observe matter." (As if we're ever going to need more than ONE way to observe matter? C'mon guys, GET A LIFE!) We think the Nobel committee should start recognizing people and categories that most of us actually care about. And it's with that in mind, that we present...

People Who Should Have Won This Year's NOBEL PRIZES



RECIPIENT: BILL GATES...



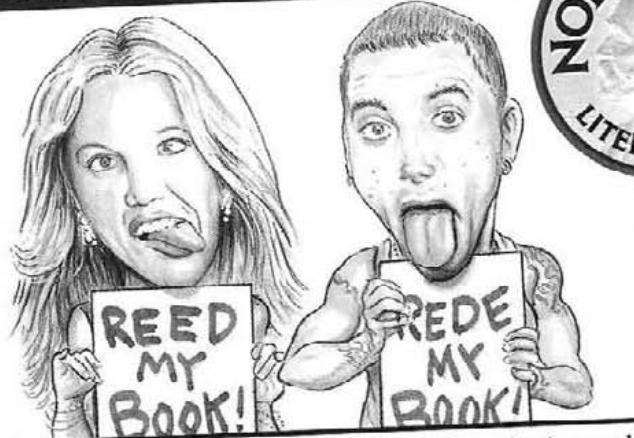
...for creating the XBox and convincing Americans that their children need a \$200 video game system during a recession.



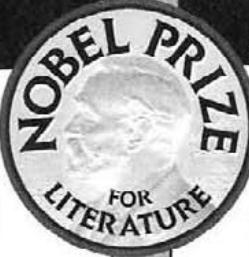
HONORABLE MENTION:
DENNIS FRANZ...

...of *NYPD Blue*, who, through his willingness to work with anybody, has enabled B-actor rejects from *L.A. Law*, *Silver Spoons*, and most recently, *Saved By The Bell*, to earn a living.

RECIPIENTS:
BRITNEY SPEARS AND EMINEM...



...who, combined, have written more books than they've read.



HONORABLE MENTION:
DR. PHIL McGRAW...



...who's managed to convince millions of women to buy his self-help books, despite the fact that his most high-profile patient, Oprah Winfrey, is an overweight woman with serious commitment issues.

RECIPIENT:
AMERICA'S OIL COMPANIES...



...for a lifetime body of work proving that oil and water don't mix.



HONORABLE MENTION:
JENNIFER LOPEZ...



...who, in conjunction with DuPont, developed a synthetic fabric capable of containing her ass.

RECIPIENT:
GERALDO RIVERA...



...who, with his Afghani war coverage, united Republicans and Democrats, blacks and whites, and Christians, Jews and Muslims, in the affirmed belief that he is a complete jackass.



HONORABLE MENTION:
YASSER ARAFAT AND ARIEL SHARON...



...for those two consecutive days last March when no Israelis or Palestinians killed each other.

RECIPIENT:
DON KING...



HONORABLE MENTION:
KELSEY GRAMMER...



RECIPIENT: JARED...



*The Great Jared -
Subway
Swallower.
Watch him make
pounds disappear!*

...of Subway Sandwich fame, whose claim of losing hundreds of pounds and achieving optimum health by eating nothing but oversized, greasy heroes was questioned by no one.

HONORABLE MENTION: GLAXO...



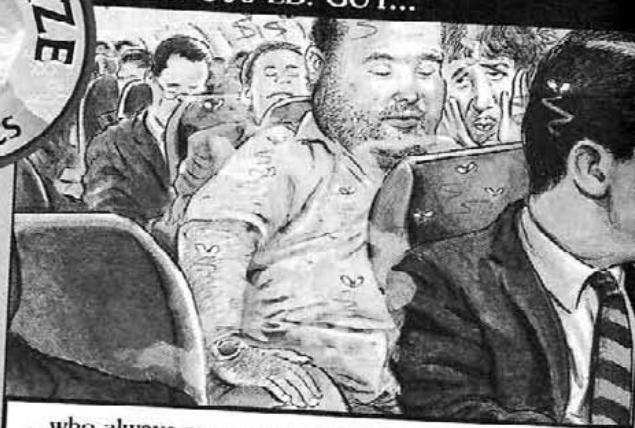
...who has managed to make "loose stools" a side effect of every one of the drugs it produces.

RECIPIENT:
THE EDITORS OF MAXIM...



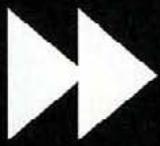
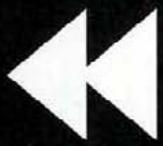
...for managing to create 300 magazine pages a month using no other subjects besides beer and models.

HONORABLE MENTION:
THAT 300-LB. GUY...



...who always manages to jam himself into the coach seat right next to yours on coast to coast flights.

Who needs nine lives when you can control time?



Rewind time to throw the world in reverse and uncover secret areas.

Hit fast-forward to tackle challenges that require you to be quick on your paws.

Slow on pause to take free shots at frozen enemies or grab crystals without any hassle.

Record yourself during wild adventures, then replay for twice the "Blinx" action.

Go slo-mo to make everyone seem like they're stuck in mud as you and "The Time Sweeper" do damage.



MILD VIOLENCE

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XBOX

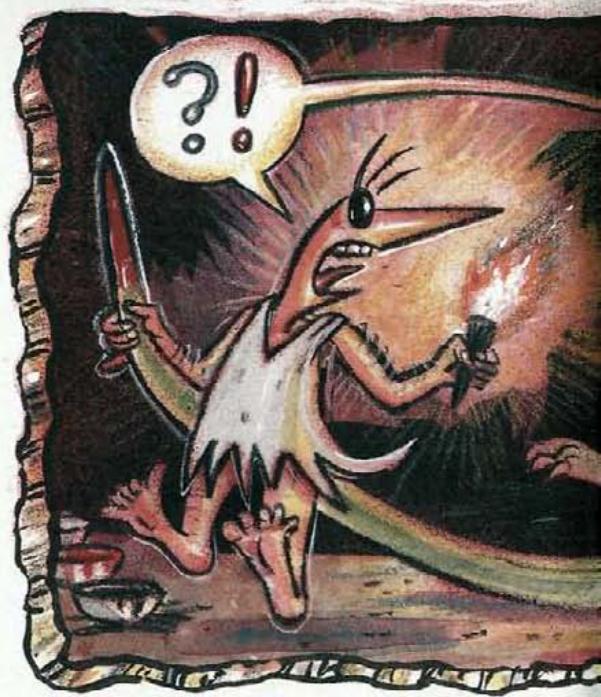
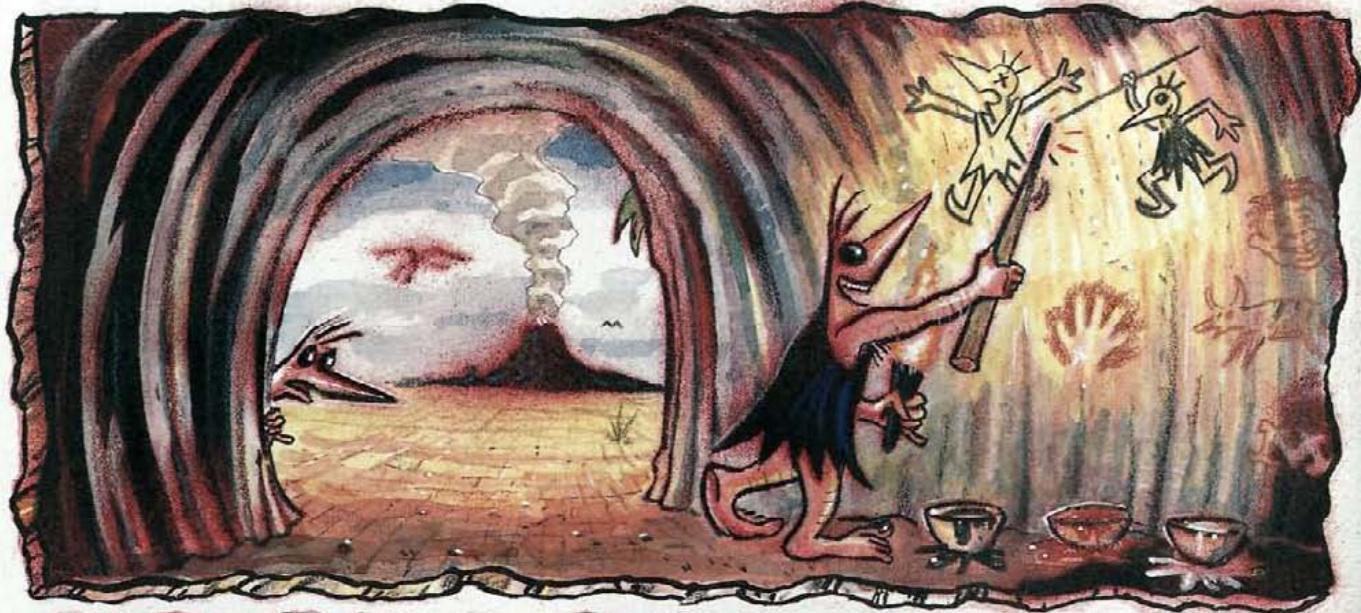
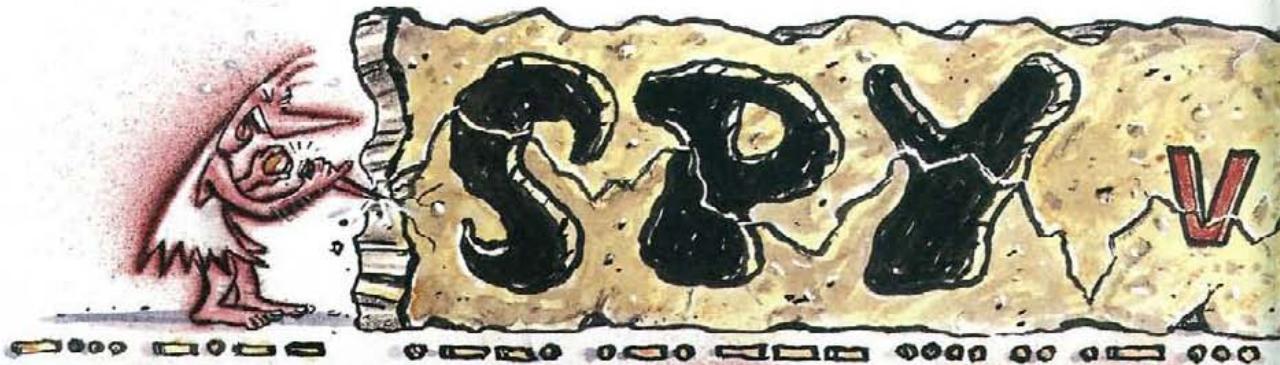
BLINX™
THE TIME SWEEPER

www.blinxthegame.com

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JOKE AND DAGGER DEPT.







WARNING: WHEN THE GAME TURNS OFF, SO DO YOUR POWERS.

You cannot fly. You are not stronger than a locomotive or faster than a speeding bullet. You have no business attempting to use superpowers outside the realm of *Superman: Shadow of Apokolips*. Any attempt to do so will undoubtedly result in broken legs, arms, fingers and toes, sprained ankles, bruised ribs and egos, loss of limbs, pride, and ultimately life. Just remember sport, when the game turns off, so do your powers.



PlayStation.2



NICE JUMP,
LOSER,
YOUR FRIEND, JOE

If this doesn't
get you a date,
NOTHING will.
Your sis
Anna

www.supermangame.com



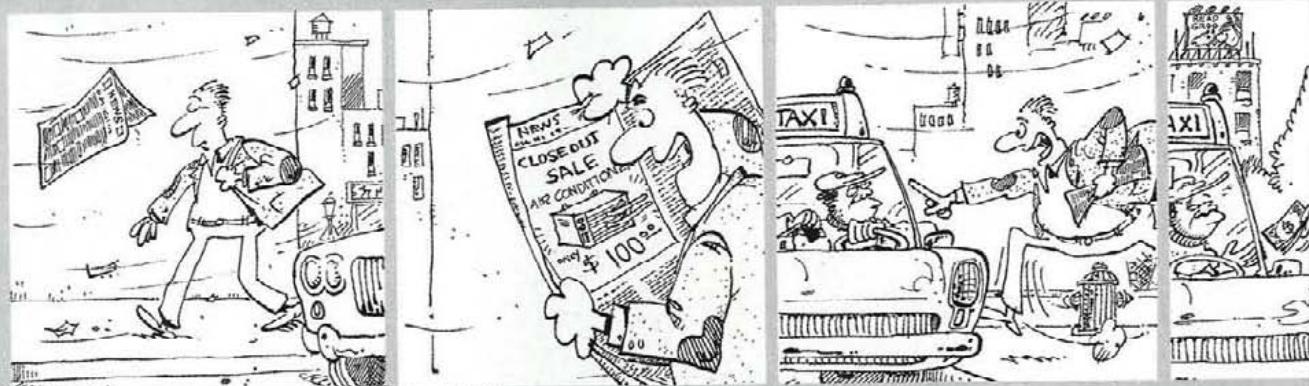
PlayStation.2





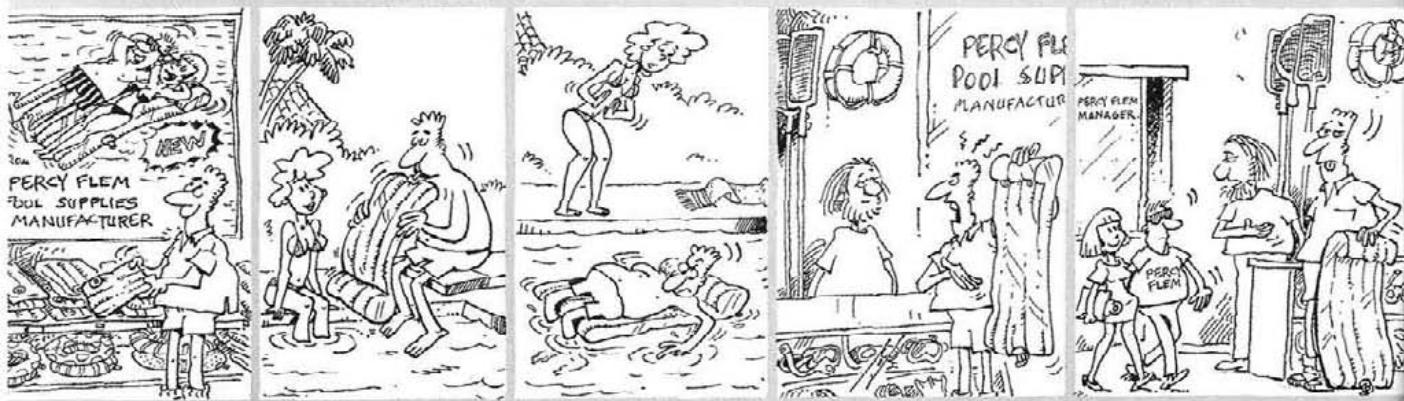
SERGE-IN GENERAL DEPT.

A MAD LOOK AT



ADVERTISING





~~SMASHING~~

The last thing to go through your mind will be your ass.

BURNOUTTM III: POINT OF IMPACT



HEART RACING. POLICE SIRENS FLASHING BEHIND YOU. HANDS CLENCHING THE WHEEL AS YOU MANEUVER THROUGH THE MOST REALISTIC TRAFFIC SCENARIOS EVER DEVELOPED. EYES WATERING AS YOU WITNESS THE MOST REALISTIC AND HORRIFIC CRASHES EVER SEEN IN A GAME. MUSCLES TENSING AS YOU TRY TO MAINTAIN CONTROL THROUGH 30 OPEN ROAD STAGES. YOU'VE PICKED YOUR CAR FROM AN AUTOMOTIVE ARSENAL OF 14 ALL-NEW VEHICLES. HOPEFULLY, CAR AND DRIVER WILL SURVIVE THE POINT OF IMPACT. OR THE LAST THING TO GO THROUGH YOUR MIND WILL BE YOUR ASS.



Mild Violence



PlayStation[®] 2



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THE SCHMUCKS STOP HERE DEPT.



JENKINS is insulted when she breaks up with him over the phone, rather than doing it in person.



MELVIN thinks that a flaming bag of dog crap and a ring of the doorbell say a lot more than mere words ever can.



JENKINS is uncomfortable bumping into his ex-girlfriend on the street, but gets through the situation calmly and gracefully.

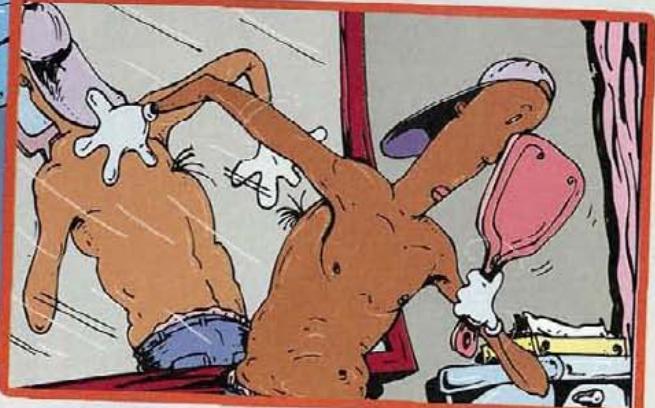


When he sees her coming the other way, **MELVIN** quickly wedges himself inside the nearest *USA Today* newspaper box.

Guide to BRE



JENKINS misses having someone to walk alongside, to tell his troubles to, to share intimate moments with.



MELVIN doesn't know who the hell he's gonna get to tweeze that hairpatch on his back now.



JENKINS puts away all his photographs of happier days.



MELVIN posts his old snapshots online, but only after running them through his computer's Photoshop program first, to add nude torsos and more than a few animals.

Jenkins'



JENKINS keeps wanting to phone her up, but realizes it's best that both of them get on with their new, separate lives.



MELVIN's mailman pulls a shoulder muscle while delivering a June phone bill that separately lists 2,881 one minute "hang-up" calls.

AKING UP



JENKINS throws himself, heart bruised but hopeful, back into the dating scene.



MELVIN thinks: "Well, back to Ginger!"





THE CLONE WARS ARE FAR FROM OVER



Visit Star Wars Galaxies at www.starwars.com



Pilot over five land and air combat units.



Engage in close combat to all out warfare.



Battle through 16 missions on six vast worlds.



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Where Episode II ends, your battle begins.

Defend the Republic on the ground and in the air across the battlefields of six different worlds. Battle through four multiplayer modes, including team-based strategy, deathmatch, king-of-the-hill and co-op endurance. Or lead your clone troopers to victory in an epic single-player campaign as Mace Windu, Anakin Skywalker and Obi-Wan Kenobi. Your directive: crush the Separatist armies!

STAR WARS. THE CLONE WARS

www.swcloneWars.com



PlayStation®2

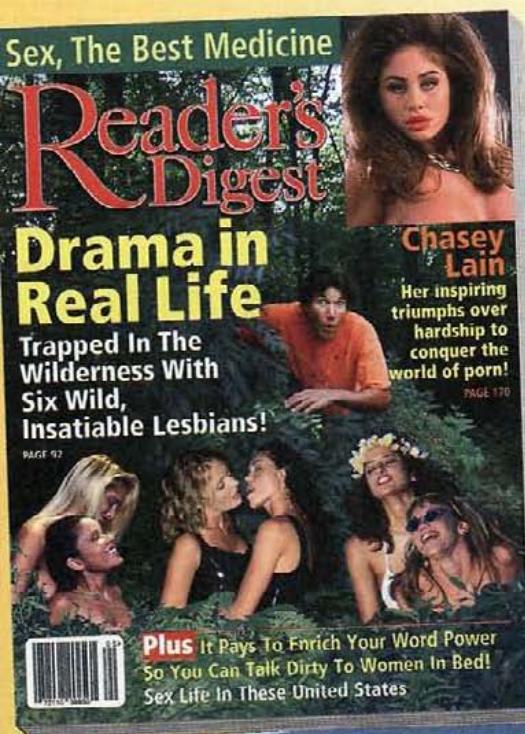


Violence



KNOCK OFF, WHO'S THERE DEPT.

Maxim magazine has been one of the great success stories in publishing. Their formula is a simple one: write about sex, gadgets, sports, sex, beer and sex over and over again, month after month and watch your circulation soar. Well, like most successful things, sooner or later others come rushing in to "borrow" your approach and see if it might work for them, too. Which got us to wondering what it will be like...



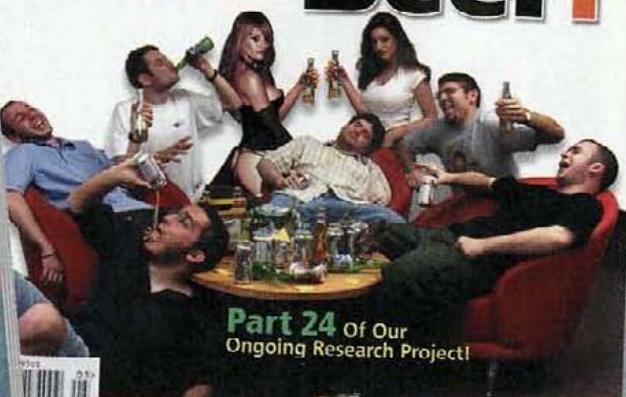
WHEN OTHER MAGAZINES FOLLOW MAXIM's “SEX, BEER & BABES” FORMULA FOR SUCCESS

WE TEST 50 Video Cameras to See Which Provides the Sharpest Focus for Your Homemade Porn!

Consumer Reports

RESULTS ON:
• Condoms
• X-Rated DVDs
• Panties
• Hangover Remedies

We Taste Beer!

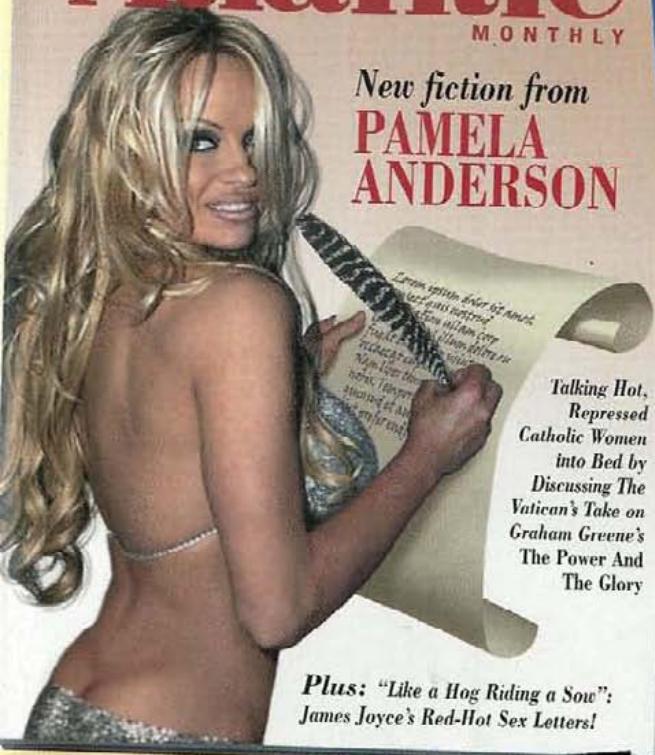


Part 24 Of Our Ongoing Research Project!

We Rate 26 Mid-Size Sedans for Leg Room and General Make-Out Ability!

THE Atlantic

MONTLY



New fiction from
PAMELA ANDERSON

Talking Hot,
Repressed
Catholic Women
into Bed by
Discussing The
Vatican's Take on
Graham Greene's
The Power And
The Glory

Plus: "Like a Hog Riding a Sow":
James Joyce's Red-Hot Sex Letters!

ECHONOLOGY: WHY SIZE DOES MATTER! • HOW QUANTUM PHYSICS WILL CHANGE THE RULES OF PRO WRESTLING!

SCIENTIFIC AMERICAN

CLONING

New Opportunities For 3-Ways!

PLUS:
Recently Discovered:
Is This An
Anasazi Sexual Device From 900 B.C.?

OOOPS! IMPROVISED CONDOMS IN THE GREAT OUTDOORS!

Outside Mountain Ranges

That Look Like Hooters!



PROTECT YOUR 'NADS WHILE CYCLING! REHYDRATE WITH BEER!

30.06 048

AARP

Modern Maturity

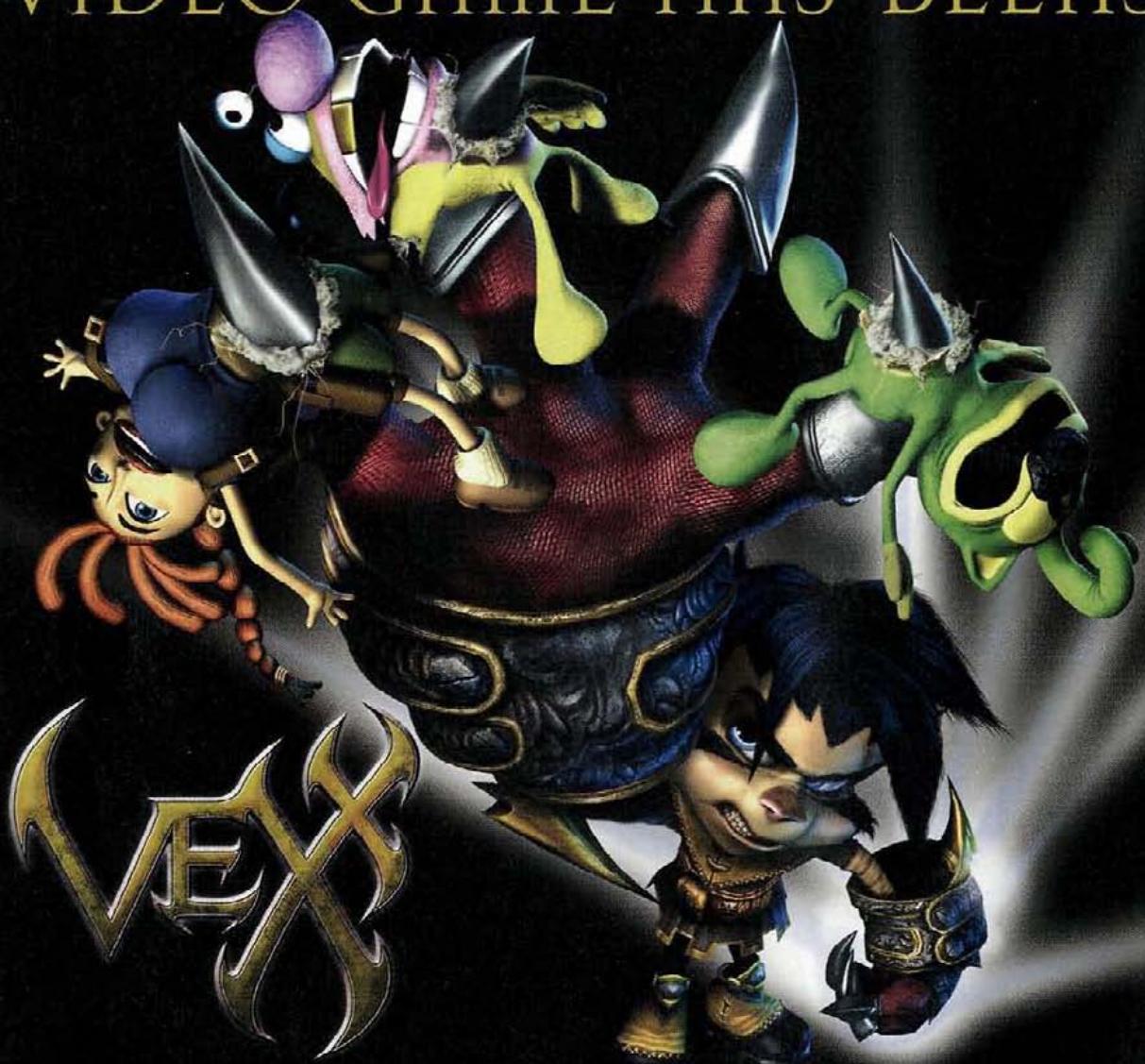
SSTTRRETTCCHH!

Tips To Keep From Throwing Your Back Out During Sex!

I've Fallen And I CAN Get Up!
VIAGRA SUCCESS STORIES!

Sexy, Saucy
Angela Lansbury

VIDEO GAME HAS-BEENS



B E W A R E !

A NEW BAD BOY, GIVING THE FINGER TO LAME GAMES.

IT'S A FIGHT FOR FREEDOM, AND AN ADVENTURE FOR REVENGE!

FEATURING 6 DANGEROUSLY INTERACTIVE WORLDS WITH OBJECTIVES VIEWABLE FROM ANYWHERE IN THE VEXX UNIVERSE! SCALE SHEER CLIFFS AND UNCOVER DEADLY ATTACK COMBOS AND SPECIAL ABILITIES! BUT BEWARE OF NIGHTFALL - YOUR FRIENDS MELT INTO MORE EVIL FORCES AS THE LIGHT OF DAY DIMMES! VEXXTHEGAME.COM



Violence



PlayStation 2



Acclaim

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BERG'S-EYE VIEW DEPT.

The Lighter Side of...

DAVE BERG



1920-2002

THANKS FOR 45 YEARS
OF MADNESS!

ARTIST AND WRITER: DAVE BERG

COLORIST: DIGITAL CHAMELEON

RELATIONSHIPS



COMMUNICATION



JOB INTERVIEWS

Sir, I'm applying for the opening in your sales department!

Well, you **seem** like a nice, pleasant young man! Exactly what we're **NOT** looking for! We want an aggressive type who can talk someone into buying even the most ridiculous item!

Like the person who sold you that stupid tie?



SENSITIVITY

Do you think I should put Roquefort or Brie into the mousetrap, Bruce?

Who cares! We're just trying to catch a mouse, Diane!

Well, it is the poor guy's last meal! I thought I'd make it a little special!



EXPERTISE

I'm so glad I got an MBA in finance!

You're making a lot more money because of the degree?



LUNCH

Okay, ladies! Rounding it out with tip and tax included, the check comes to \$50! That's \$10 each!

Wait a minute! Last time we had lunch together you figured out what each person ordered separately and charged them accordingly!

Oh, that's right! You weren't here last week when we decided from now on just to split the check evenly! It really doesn't make a difference, Sally!

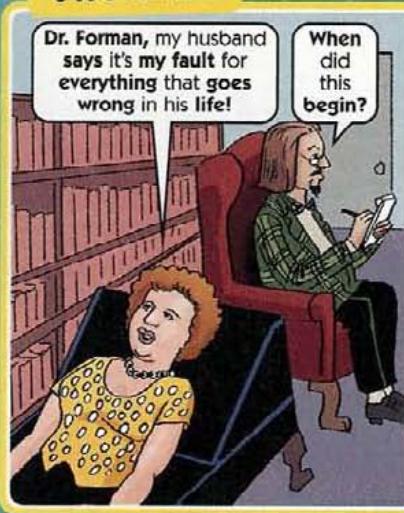
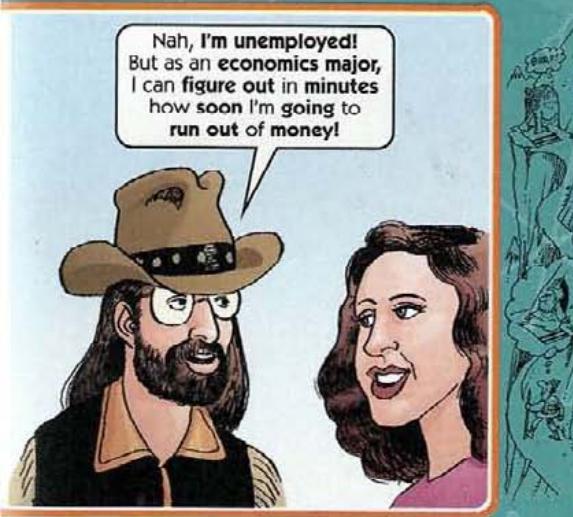
Yes it does! Had I known we were doing that, I would have ordered something more expensive!



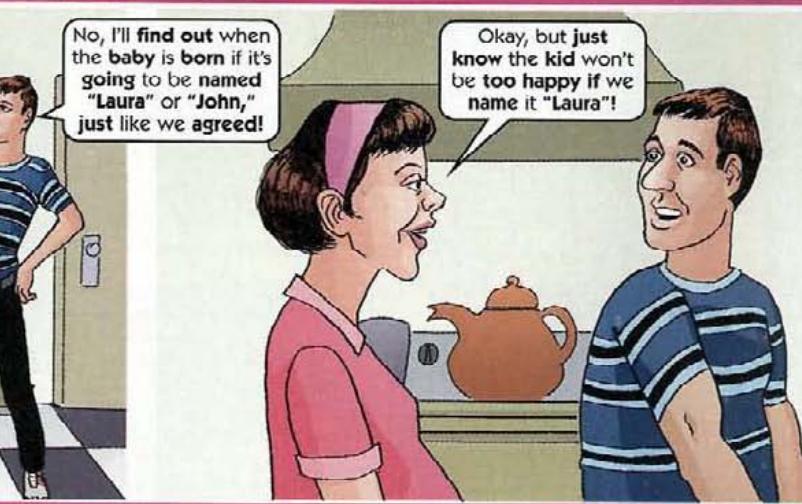
REAL ESTATE



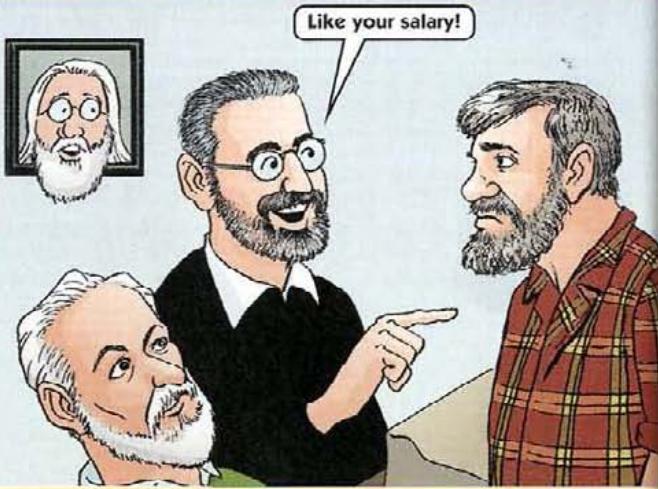
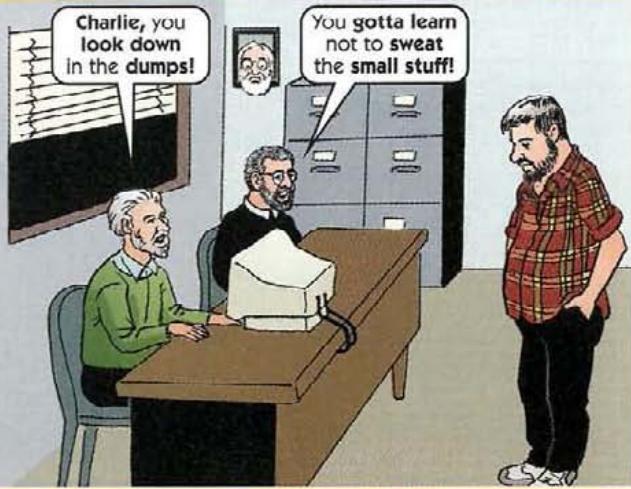
THERAPY



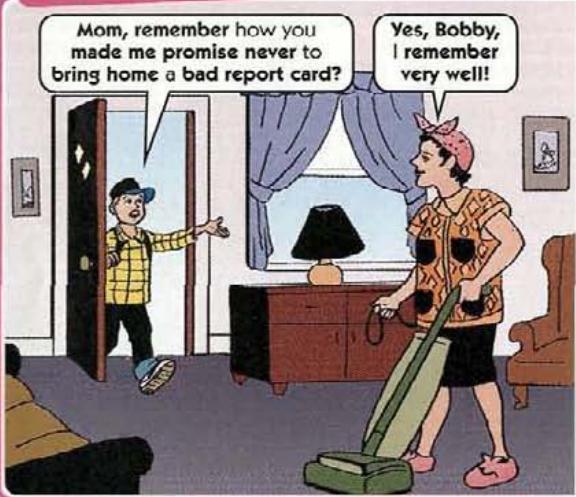
SURPRISES



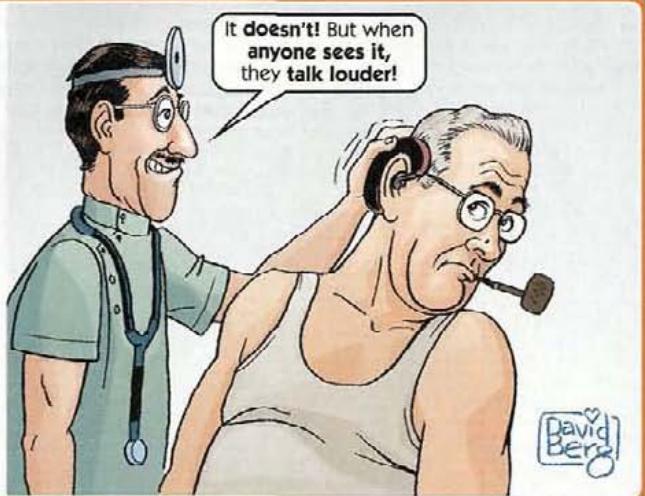
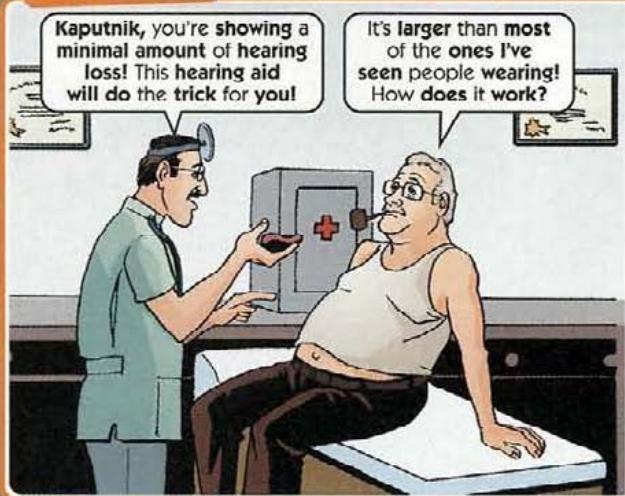
THE OFFICE



DEDICATION



DOCTORS



Cents-Less Coupons

Your money-saving circular

Surprise!
That's NOT Meat!
It's Mulch, Mulch More.

Taste familiar? It should.

Your old comic books are in there. So's your baseball card collection. (Thanks, Mom!) Grass clippings, too. And so's the oak that came down in that storm last March and blocked the street until a road crew could get out with a chainsaw and a wood chipper! It's all in there, plus a lot more. With Fiber Burger, a meatless patty made from recycled materials isn't pulp fiction anymore.



Fiber Burger

85% Post-Consumer Content

100% Delicious

TRY ALL 4 VARIETIES!

MANUFACTURER'S COUPON

NOT REDEEMABLE

Save \$1.00

on any variety of *Fiber Burger*

TO THE CONSUMER: This coupon is good on any purchase of FIBER BURGER Recycled Meal Patties. Any other use constitutes fraud. It's a frickin' coupon! What else are you going to do with it?! Pay off a gambling debt? Re-paper the bedroom? Collect your dry-cleaning? Listen, pal, it's not worth it. You've worked too hard to get where you are to throw it all away like this. Think of your family, man! There's people out there who care about you! It doesn't have to end this way. C'mon, now, drop the coupon. That's it. Nice and slowly...Okay, Becker, MOVE IN NOW! GO GO GO!



Hickory Newsprint



Pepper Maché



Spicy Cardboard
& Crabgrass



Kinko's™ Smokehouse

NEW!

*"I used to have to threaten
to put the cat to sleep
before the kids would
clean the litter box. Now
they can't wait to do it!"*

FUNCLUMPSTM

SHAPE-CLUMPING CAT LITTER

**Eliminates Odor!
Reduces Tracking!
Clumps Urine Into Fun Shapes!**



MFR COUPON EXPIRES NOW

FUNCLUMPSTM

\$1 OFF

**Shape-Clumping
Cat Litter**

Monsey, NY, Greyhound Station 7/2 — Me: Short, dumpy, bad skin, big wet sweat stains under my smelly armpits. You: Gangly, stringy hair, whorish make-up. Our eyes met as you were picking your nose. I wanted to say something, but I had a mouth full of stale cheese and crackers. Brunch? 555-1267

YOU'RE ONE OF A KIND.

Why take a daily supplement made for everyone else?

Vita-Mal

MULTI VITAMIN & MINERAL DAILY SUPPLEMENT

has the right combination
of vitamins and minerals for
your unique personality.

MFR COUPON

VOID WHERE INHIBITED

SAVE 75¢

on any variety
Vita-Mal
Daily Supplement

9 pm: LOVE BOAT (comedy) — 1. An ad exec (Peter Graves) falls in love with his client (Nipsy Russell). 2. Julie (Lauren Tewes) finds romance at the Midnight Buffet with a carrot. 3. Newlyweds (Caesar Romero, Mackenzie Phillips) have trouble enjoying their honeymoon while heaving over the ship's side and on April Lopez (Charo).



Turn Snack Time into Thanksgiving with



Specially bred
bite-size
turkeys are
BIG
on taste!

Now with quick & easy recipes —
and illustrated Heimlich Maneuver on every box!

MFR COUPON

EXPIRES WITHOUT WARNING

SAVE 50¢

on one 22-ounce package of
Windpipe Lodge™ Mini-Turkeys

RETAILER: Doesn't it just kill you to take 50¢ off this crook's grocery bill, especially since she ate about a half-pound of grapes in the produce section and isn't even buying any fruit? And what happened to that box of animal crackers her brat was chomping on as she shopped? It's not on the conveyor belt here, is it? Yeah, two months from now you'll find the half-empty box stashed behind a can of soup in aisle 3. And wasn't she looking at men's razors? For like ten minutes? Those things are expensive, and she's not buying any. You know they're in her purse. And this is someone who drove up in a brand new Lexus. Ah, well whaddya gonna do? Screw it: Give the kid who rounds up the carts five bucks to plow a whole train of them into her car next time she shops here.



A Marriage Made In Heaven!
And you thought they'd never get together!

DENTA-FROST

**Toothpaste
& Cake
Frosting**

NEW!



**So Sweet
it Hurts
Your
Teeth—
While
CLEANING
Them!**

*Clinically proven to fight cavities while causing them.
(ADA Report, 3/2002)

**TRY ALL
FIVE
ANTISEPTIC
VARIETIES!**



MANUFACTURER'S COUPON

NOT VALID IN AMERICA

SAVE 25¢

when you buy any flavor

DENTA-FROST Toothpaste & Cake Frosting

Retailer: Please settle a bet. I say Marla Gibbs replaced Esther Rolle as the housekeeper on *Maude* after she left the show, but my husband insists it was Bruce Vilanch. Who's right? There's a steak dinner riding on your answer.

NEW!



LOOK AT ALL THESE NEW AOL 9.0 FEATURES!

- ▲ People who use smiley faces in chat rooms will be immediately bumped offline!
- ▲ The Little AOL Man on the sign-on screen now does The Macarena while you're waiting to connect!
- ▲ New foolproof "anti-pedophile" measures (every chat room entrant must click on the "I am not a pedophile" button first!)
- ▲ The first new AOL version *not* to pester you every 5 minutes to upgrade to the *next* version!
- ▲ A full 0.00029% fewer ads "pop up" over whatever screen you're trying to look at!
- ▲ Easy access to our extensive database of clever retorts and comebacks to use whenever you get ridiculed about still being an "America Online sucker"!

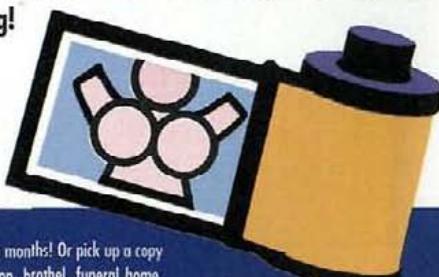


America Online. 9.0

SIGN UP NOW!
(So you'll have something to upgrade from when we introduce AOL 10.0 in two weeks!)

1000 HOURS FREE
(Which must be used during the first day after sign up!)

- ▲ The pesky "bug" that prevents retrieval of stock quotes for AOL Time Warner on days it goes down is nearly fixed!
- ▲ "Teasers" on welcome screen now lead you to actual content in *under* 5 hyperlinks!
- ▲ We now give you a 3-second warning before knocking you offline for no reason!
- ▲ "You've got mail" greeting now categorized for your convenience with additional "You've got junk mail" greeting... "You've got virus-spreading mail" greeting... and "You've got craploads of mail from porno websites all because of that one you visited last week" greeting!

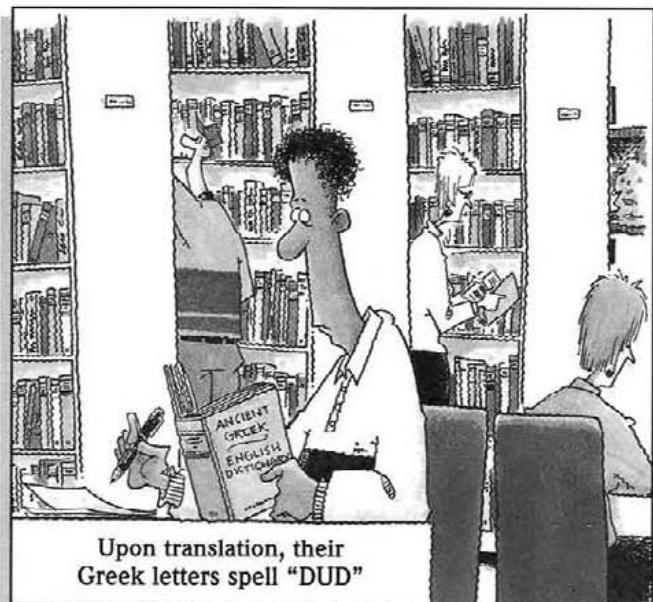
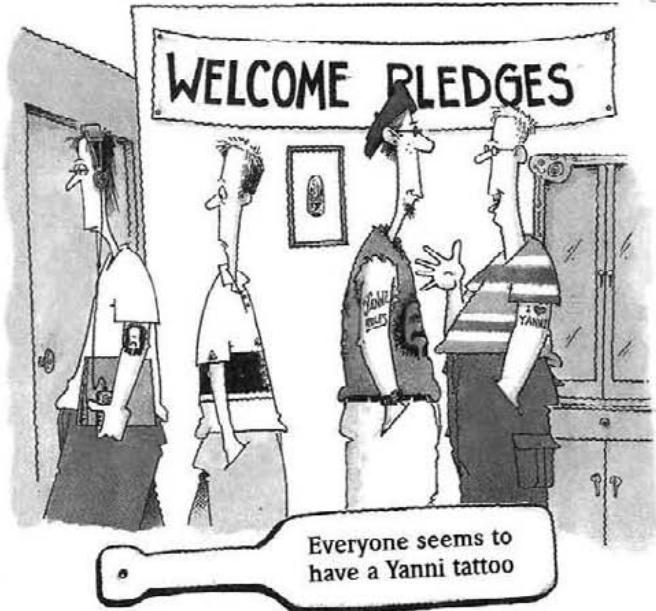


Pick up your AOL 9.0 disc now. There's one bound inside every copy of every magazine printed in the last two months! Or pick up a copy at your favorite bookstore. Or coffee shop, bar, liquor store, library, bookie joint, hardware store, sex shop, brothel, funeral home, nursery, bakery, hot dog cart, pet store, mink farm, lumber yard, nail salon, trout stream or NASA space station! Why, there's probably a 9.0 disc in your mailbox right now. Maybe even a bunch of 9.0 discs in your mailbox right now! And dozens more in just about every trash bin in America! Or you can send for one. We've made two AOL 9.0 discs for every living person on the planet. Plus some extras!



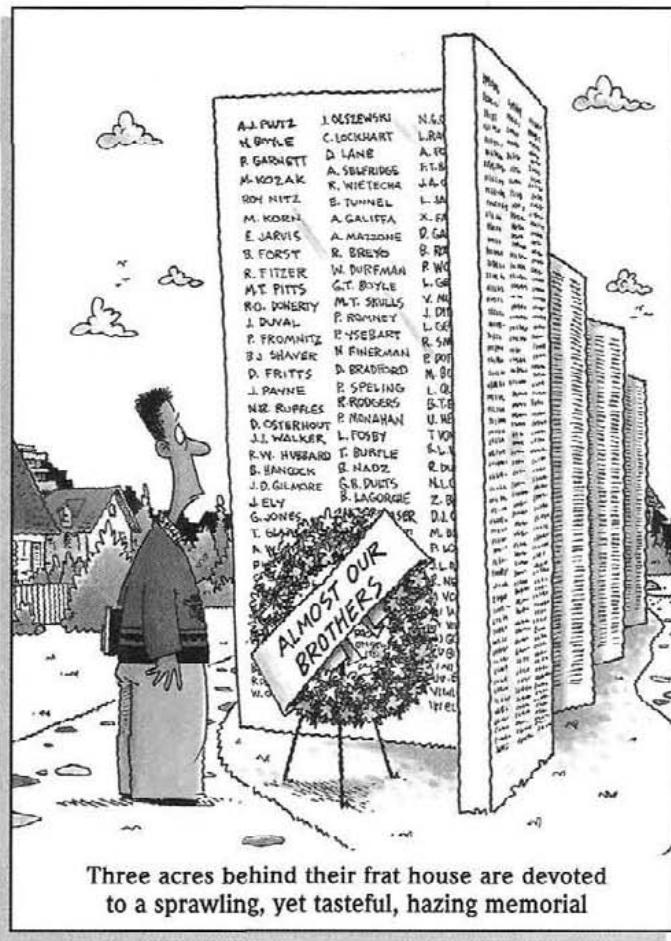
OH, BE HAZED! DEPT.

Okay smart guy, you somehow managed to get yourself into college. Your parents have coughed up the first year's tuition and you're matriculating up to your eyeballs. Just one problem: Your social calendar is on life support. You suck at intercollegiate sports and the "Future CPAs of America" club has not exactly been a doorway to meeting those babes that you always drool over in the *Coeds Gone Wild* video. What to do? Well, it's obvious you need to find an on-campus fellowship of Greek brotherhood—a collection of good-hearted, fun-loving lads joined together at the liver. Come on, you're familiar with the classics, you've seen *Animal House*. As you check out what's available at your school, make a note to thank us later for preparing this invaluable crib sheet detailing...



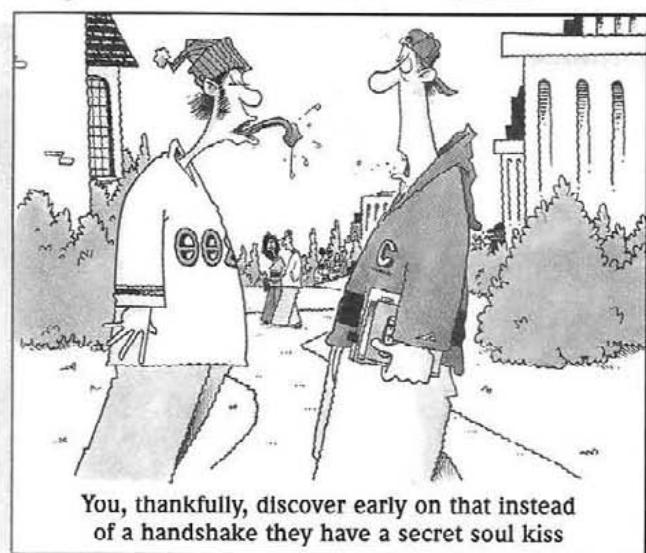
THE DISTINGUISHING WARNING SIGNS OF A CRUMM FRATΣ

ARTIST AND WRITER: JOHN CALDWELL



Three acres behind their frat house are devoted to a sprawling, yet tasteful, hazing memorial

Y RNITY



In the vast wasteland known as Filgaia, an epic adventure is about to begin. Four drifters seeking fame and fortune must join together in pursuit of ancient treasures. At stake, control of the mighty elemental powers of the Guardians. But their quest won't be easy. Labyrinth-like dungeons, mythical monsters and mind-numbing puzzles await them around every corner. Can they overcome their differences and work together as a team? Will they unlock the knowledge and mystical forces in time to save Filgaia from destruction?



PlayStation®2

LIVE IN YOUR WORLD
PLAY IN OURS™

WILD ARMS 3



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Please NO

WILD ARMS 3

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Virginia
plays
her
cards
right

See
everything
with
R1 or L1

Healberries
can only
be found
or
grown.

Cliva has an "explosive" personality

Don't forget
to reload
your weapon

Gallows is all wet!

Boomerang hard to reach switches.

Upgrade your arms.



Imagine a world where people's thoughts can be read, and they can be arrested before they even have a chance to commit a crime! Now, if the hacks who made this movie lived in that world, they would have been locked up long before they conned innocent moviegoers into wasting their hard-earned money on a cinematic scam like...

MINO

I'm Yawn Anacini! I'm the Chief of the Pre-Slime Unit! We stop crimes before slimeball criminals commit them! We do it by analyzing the imagery culled from our psychic pre-clods! Of course, about 40% of the people we've captured are probably innocent, because the software needed to translate those psychic thoughts into electronic images was developed by Microsoft! But Microsoft says a 40% error rate is as close to perfection as they've ever gotten!

Morning, men! I'm Damn Witless, an official from the Department of Justice! I'm here for two official reasons! One is to officially observe what goes on, to make sure there are no flaws in the Pre-Slime Unit! The other is to pretend like I'm the bad guy, the guy who is secretly trying to bring this whole Unit down! In other words, I'm the official red herring!



RITY RETORT

ARTIST: MORT DRUCKER

WRITER: DICK DEBARTOLO

We'll still explain how the Pre-Slime Unit works! Once a pre-clod predicts a crime, their thoughts are recorded onto memory chips, and the name of the perpetrator is engraved on a ball...an eight ball, which comes down this chute! When the pre-clods aren't predicting crimes, we use their brain power to foresee the winning lottery numbers — and those balls come down *this* chute!

After we examine evidence from the pre-clods, we fan out through the city to capture the would-be killers!

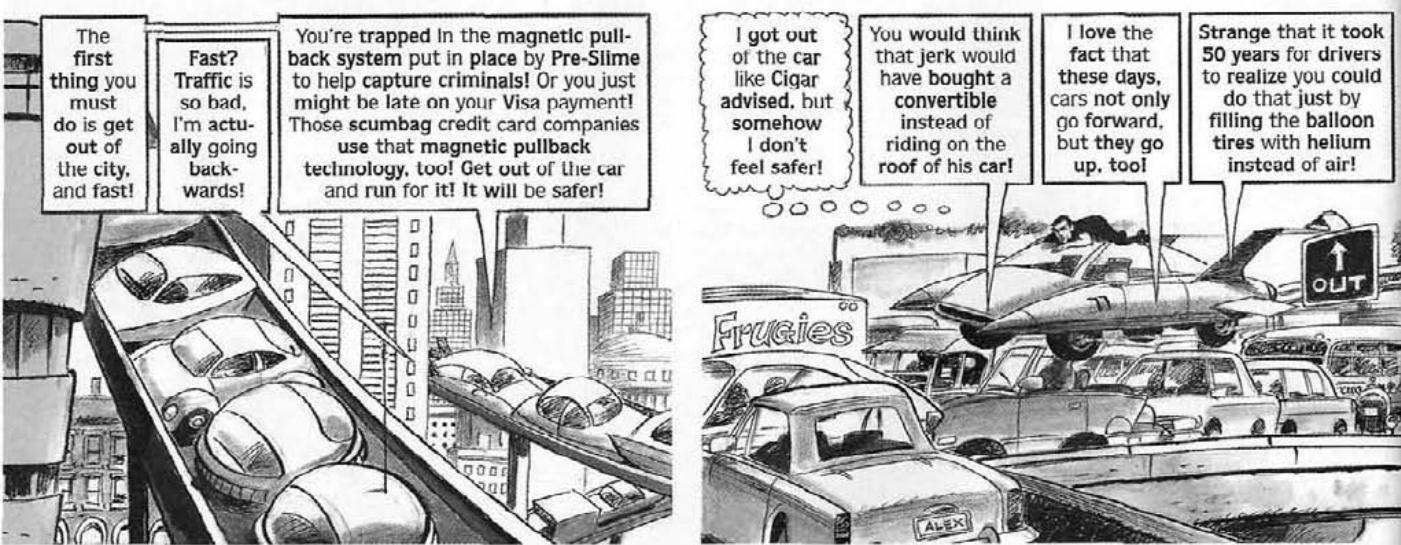
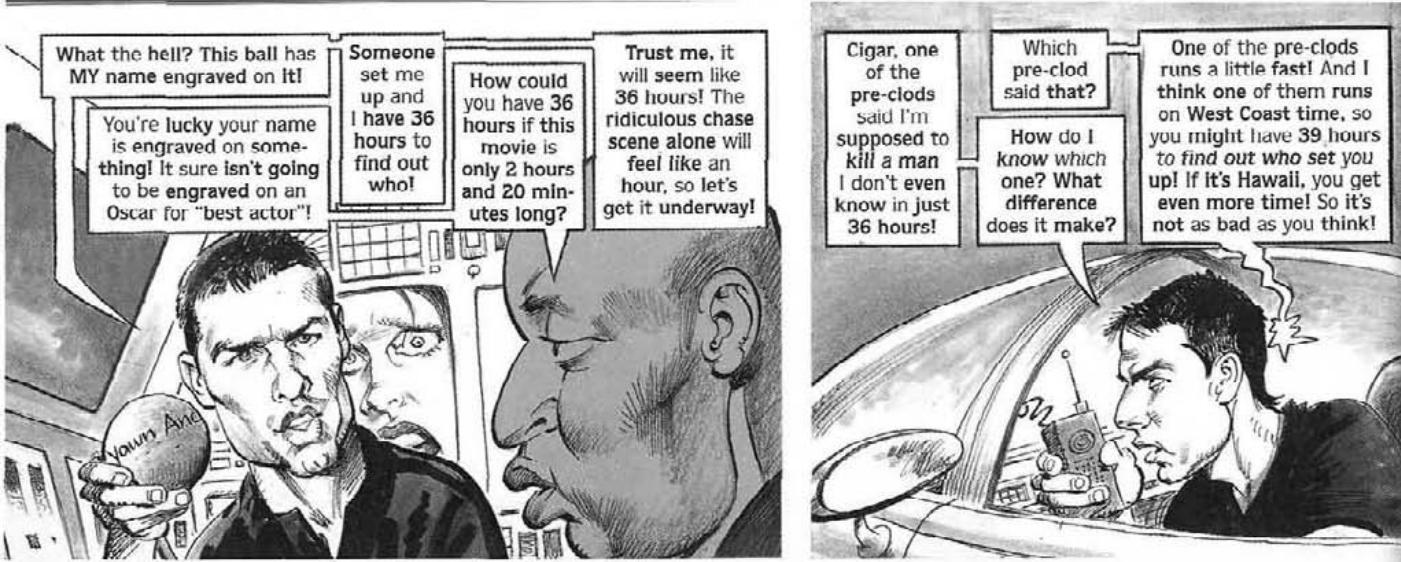
Sometimes, when the pre-clods don't come up with any names, we write the names of people we don't get along with on the balls and go out and capture them!

It's great fun! Since they don't know they're gonna commit a crime, we could just walk in through the front door and capture them, but for some unexplained reason, it's absolutely mandatory that we smash through the roof and swing into the room on ropes to grab them!

There hasn't been a single murder in this town for six years! Every citizen in Washington, D.C. is proud of the Pre-Slime Unit! Except of course, the Federation of Funeral Directors and Grave Diggers! They're the ones picketing outside! They're pushing for a return to crime so they can start making some real bucks again!



I'm Cigar! As Director of the Pre-Slime Unit, I've got to make sure everything keeps running smoothly, so my concept can go national! Right now, it's only in Washington, D.C., but when every police precinct in the country has one of these Units, crime will be a thing of the past! That's the official line I give, anyway! In reality, the producers don't care what happens to the system, or even to this movie! The critics can trounce it and the audience can stay away in droves! The truth is, they've made so much money from product placement already, even if no one sees this film, we've still made a killing! Er, no pun intended!





Welcome to the Bureau of Big Containers! If it wasn't for the Pre-Slime Unit, all these people would be out there killing innocent people! What drives a person to murder?

Your crappy organ playing for one! And your smug attitude for another! You're not the person I'm supposed to murder, but it's not a bad idea!

Why are you here?

Just to show people how far the justice system has come in 50 years! Now, instead of locking people up in a dark, cement cell, we submerge them in liquid and give them plenty of mood lighting!



What do they make in this factory?

They don't make anything! It's an assembly line for turning out routine cinematic action chases! See, in that assembly line, Tom Cruise is escaping the riveting machines and in this line, Natalie Portman from Star Wars is escaping molten iron!



So you invented the pre-clods?

Not intentionally! It was an experiment that went wrong!

I understand you were trying to reprogram heroin addicts with drug-deluded brains, and you accidentally came up with the pre-clods!

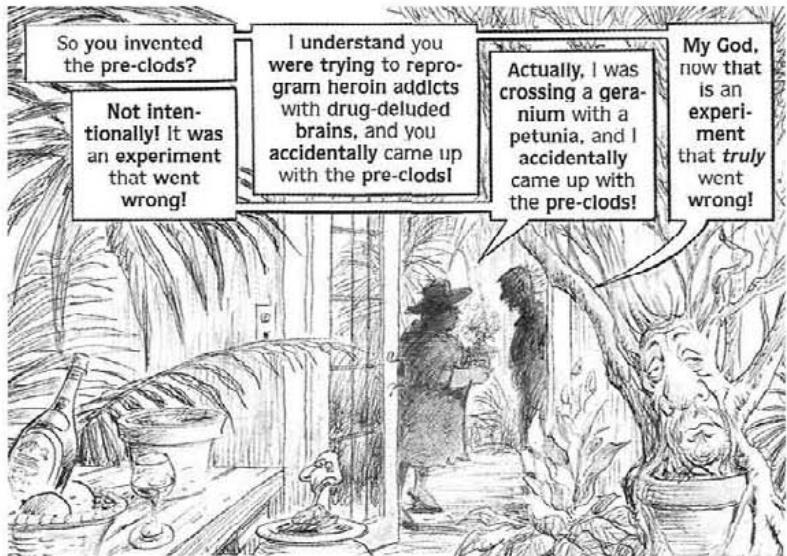
Actually, I was crossing a geranium with a petunia, and I accidentally came up with the pre-clods!

My God, now that is an experiment that truly went wrong!

The pre-clods are never wrong! They are 100% correct... about 90% of the time!

100% correct, 90% of the time? How in the world can that be considered a fool-proof system?

It's a government project, so it's close enough! Besides, they don't care! Do you care? I don't care!



I don't trust back alley doctors, but I'm in a jam! You do know what you're doing, right, doc?

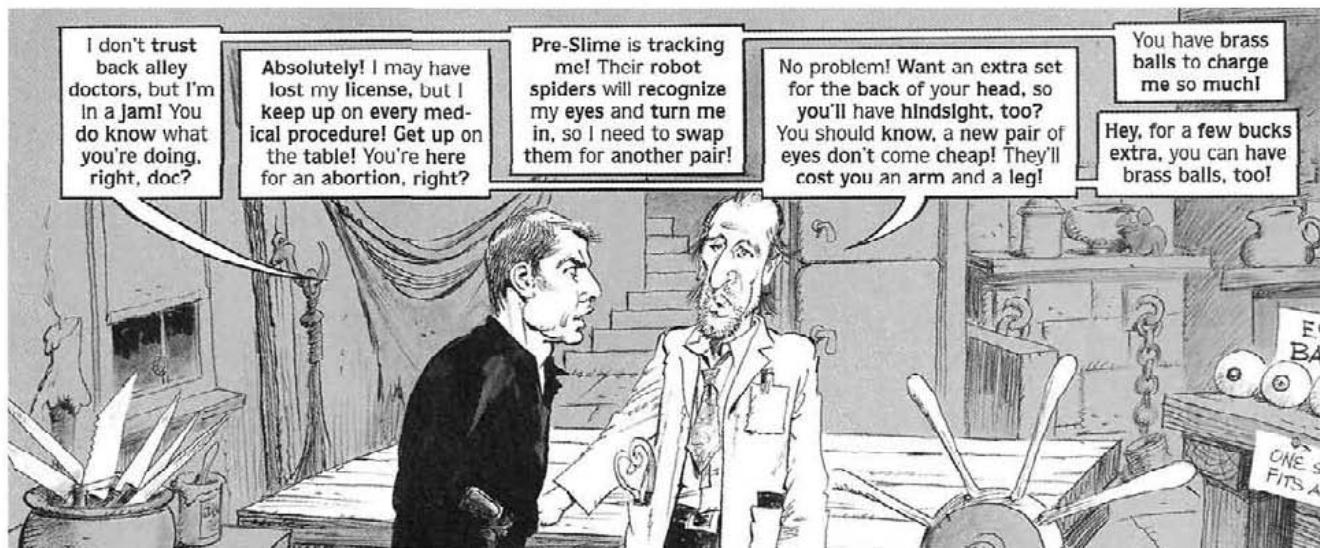
Absolutely! I may have lost my license, but I keep up on every medical procedure! Get up on the table! You're here for an abortion, right?

Pre-Slime is tracking me! Their robot spiders will recognize my eyes and turn me in, so I need to swap them for another pair!

No problem! Want an extra set for the back of your head, so you'll have hindsight, too? You should know, a new pair of eyes don't come cheap! They'll cost you an arm and a leg!

You have brass balls to charge me so much!

Hey, for a few bucks extra, you can have brass balls, too!



The operation
is done!

How long
should I
leave the
bandages
on?

Until I'm across the border with your money!
To help you, I've attached a rope to your right hand! That leads to the bathroom! The rope on your left hand leads to the kitchen, the rope on your left foot leads to a cot so you can sleep, and the rope on your right foot leads to the phone! You should be fine!

Fine?
I can't
move!
I'm totally
tied up!

A good
time for me
to get
the hell
out of
here!

Everybody stay
still! Pre-Slime
has released
their electronic
spiders
to give us
retinal scans!

They scare me, mommy!

Don't worry, sweetheart!
They won't hurt us!
I have Black Flag
Electronic Spider Motels
all over the apartment!



Yawn
broke into
the room
with the
pre-clods!
He's
stealing
one of
them!

He's not a
bad looking
guy! You
would think
he could get
a date with-
out having to
resort to this!

If he pulls
the plug at
the bottom
of the pool,
he'll escape
by going
down the
drain!

How
appropriate!
That's
where
this movie
is going!
Let's
follow
him!

Wire her up! I want
to see what's in her
brain! I have to warn
you though, they
might be violent,
creepy, bizarre
images! Are you sure
you want to watch?

Want
to
watch?
Hell,
I'll
PAY
to
watch!

These
images are
all so blurry!
I can't read
the pre-clod's
memory
waves
clearly!

It's not you! My cable
has been out for weeks!
AOL Time Warner says
they'll fix it any day now,
any day...! You're
looking at her brain
images via an antique
rabbit ear antenna!



Now I understand what's
going on! The pre-clod is
showing me pictures of
a murder over and over
again! Except, it's not
the same murder! If it
was the same murder, it
would be called an echo!
This is not an echo!

No, it's more like
a crock of sh—

The pre-clods said
they're going to
save me a great
deal of suffering by
cutting right to the
end of the plot!

Too bad they
didn't do
that for the
people that
had to sit
through this
disjointed
jumble in
the theaters!

Cigar set me
up! But I
don't have to
worry about
him because
he killed him-
self! I'm a free
man again!

There's
more
good
news!
They've
found
your son!

Hello,
daddy!
I love you!
Daddy, will
you help
me find the
Blue Fairy?

That
kid
is
back
to
haunt
me!

Steven, it's too bad
the pre-clods didn't
warn you this epic
would end up as con-
fusing as that turkey.
A.I.! Where was the
Pre-Slime Unit when
we needed them?





Mild Violence

**LOOK AT IT THIS WAY -
YOU EITHER WALK AWAY
A CHAMPION OR
A TOASTER.**

BATTLEBOTS

BEYOND THE BATTLEBOX

CONTROL ONE OF 16 REAL BATTLEBOTS, AS SEEN ON TV, OR BUILD YOUR OWN. THEN LET THE STEEL CRASH AND SPARKS FLY. COMPETE WITH UP TO 4 PLAYERS IN THE BATTLEBOX (ALL KILLSAWS AND PULVERIZERS INCLUDED) OR ENTER THE 4 NEW DEADLY ARENAS. ANY WAY YOU CHOOSE TO PLAY, THE GOAL IS THE SAME: SURVIVE.



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Ridiculous

MAD's 50th ANNIVERSARY CROSSWORD PUZZLE

ACROSS:

1. MAD's price!
6. Our staff's ____ under pressure is aided by their natural lack of "warmth"
9. MAD mascot's slogan
12. Synonym for dope, jerk, boob, ninny... well, even you get the idea
13. On cover #208, Superman and our retching mascot ____ over Metropolis
15. Swill from our readers that appears in the Letters & Tomatoes Dept.
16. Member of the "Usual Gang"
21. Simians in *Planet of the Remakes* (MAD #411)
23. See art
26. Next to DC, our favorite electricity
27. ____ Neuman
30. MAD's first editor
33. Scrabble pieces needed to start Don Martin sounds "VaROOM!" and "VOMT!"
34. The "y" in "spy," pluralized
35. State where fewest readers complain about MAD (because it's the smallest): Abbr.
36. See art
37. On cover #346, the lawn is ____ by our mascot using a twisted hose
42. MAD mascot, initially
43. Little ____ han Melvin was in issue #9
44. Dave Berg's "The ____ Side"
45. Just write ETC here...okay?
46. Bad smells (like those emanating from the garbage in MAD)
49. See art (literally)
50. Swerves, like our skiing mascot does on cover #212 (right into a tree)!



52. On the cover of MAD #341, our mascot goes to the ____ for our *Apollo 13* spoof
53. See art (last name)
54. See art (first name)
55. See art
59. MAD's debut year, for short
61. P, O, I, U, Y, and T on a typewriter, i.e.
62. The ____ take for MAD's only movie, *Up the Academy*, was S37
64. Just read the clue for 12-Across again!
67. Mets' stadium 7.6324198799465342 miles from editor Charlie Kadau's MAD office
69. Film genre spoofed in *201 min. of a Space Idiocy* (MAD #125)
70. News summaries like those that might appear on *Broadcast Snooze* (MAD #280)
74. ____ fair in love and...MAD?
76. Satire, humor, ____ (3 things we've yet to get the hang of!)
77. See art (but lose the middle initial!)
83. Schlitz (from *Hokum's Heroes*) and Friday (from the very next clue!)
84. In issue #3, *Dragged Net!* was our version of this cop show
85. Org. the actors in MAD's *Up the Academy* belonged to (and were promptly asked to leave)!

DOWN:

1. See art (garment)
2. Issue #360 was our ____ SUMMER ISSUE!
3. Street name that would fit the Neumanism: "The suburbs are where they cut down all the trees and then name the streets after them."
4. Our mascot's initials (all jumbled up)
5. Word said in reaction to a foul stench... or MAD
6. Misguided youngsters who read MAD
7. ____ sue us!
8. Misguided upperclassmen who read MAD: Abbr.
9. Our mascot posed as a doughboy from this global conflict on cover #387: Abbr.
10. See art ("type" of pig)

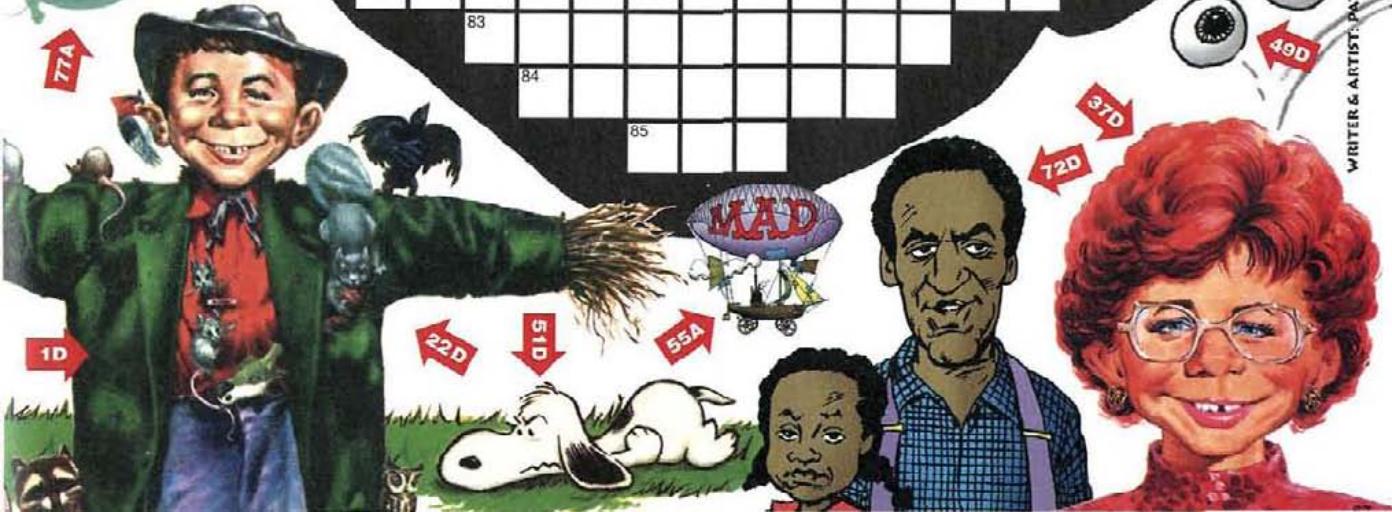
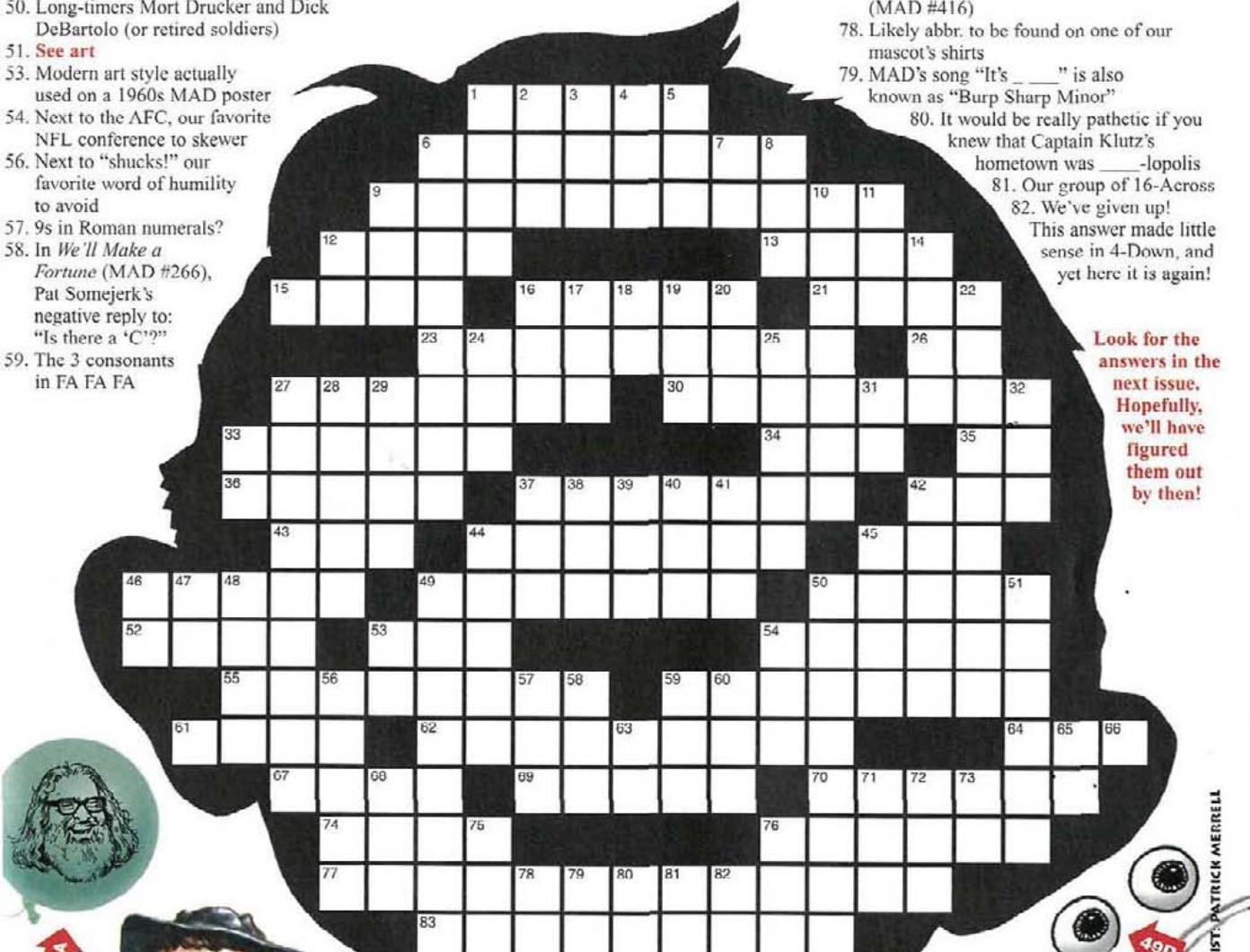
11. "Shut yer ____!"
12. "____ da!" (successful phrase rarely heard around our offices)
14. Quantity of paper (500 sheets) used to come up with a typical MAD cover idea
15. Congratulations! You found the missing middle initial from 77-Across
16. Only a fool would write IMD here — so start writing!
17. In *The Sound of Money* (MAD #108) Mitzia sang about "dough," rather than this female deer
18. Adj. ending for moron
19. Shmork from Pork was our version of Mork from this planet
20. One of those Greek letters we hate in crossword puzzles (hint: it's TAU)
22. See art
24. (341# DAM) "reveroF 'ylloD ollcII' gnigniS lriG ynnuF a ____ naC uoY yaD raelC a nO"
25. One who attempts (not us, according to the Avis button on cover #115)
27. Another word for the lawyers MAD ridicules...and then needs
28. One might assume from *A Letter to the American People* in issue #416 that Enron execs are a bunch of big, fat ____!
29. See art (bird's name)
31. Letters used in Sergio Aragones' "marginals" to indicate sleep
32. ____ compoop
33. Spy ____ Spy
37. See art (headwear)
38. Of ECCH! and AGH!, the one that fits here
39. Arthur the Plant's middle name
40. Another %\$#! Greek letter (Hint: It's ETA)
41. MAD mascot's hair color
42. Reading an entire issue of MAD is ____ of one's endurance
44. Initials of long-time MAD subscriber, Lucius Garfield Lorenzo Lieberman-O'Shaughnessy (or the sound made by Lenny "The Beard" Brenner when choking on a matzoh ball!)

45. Like a slippery sea creature in a poem from MAD's *For Better or Verse*
 46. Mantra (that our "idiot swami" on cover #121 might chant—if he could remember it)
 47. A prolific (and self-reliant!) writer, Frank Jacobs has done numerous —It-Yourself articles!
 48. Green goop the Ninja Turtles are standing in on cover #306
 49. See art
 50. Long-timers Mort Drucker and Dick DeBartolo (or retired soldiers)
 51. See art
 53. Modern art style actually used on a 1960s MAD poster
 54. Next to the AFC, our favorite NFL conference to skewer
 56. Next to "shucks!" our favorite word of humility to avoid
 57. 9s in Roman numerals?
 58. In *We'll Make a Fortune* (MAD #266), Pat Somejerk's negative reply to: "Is there a 'C'?"
 59. The 3 consonants in FA FA FA

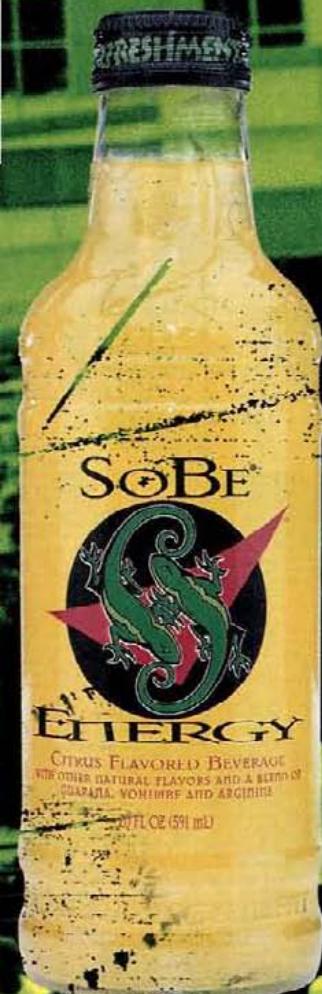
60. Star Bleech _____: *The Search for Plot* (MAD #251)
 61. First or last letter of Roger's last name in *The Lighter Side*
 63. Al Jaffee's longtime feature would be the OLD-N with these letters removed
 65. We waxed poetic on the Caped Crusader in *Clooney — the Bat* (MAD Batman Spectacular)
 66. Average grade of our average reader

68. Before Bush was a "bumbling shmuck" on cover #395, he was one of these at Yale
 71. Poetic word meaning "before" used by the likes of Frank Jacobs
 72. See art (nickname)
 73. 2000 revenue-producing MAD addition
 75. It goes downhill quickly in the winter (MAD does year 'round)
 76. Actor Brad drawn by Angelo Torres as Crusty Coolhand in *No Emotions Eleven* (MAD #416)
 78. Likely abbr. to be found on one of our mascot's shirts
 79. MAD's song "It's ___" is also known as "Burp Sharp Minor"
 80. It would be really pathetic if you knew that Captain Klutz's hometown was ___-ropolis
 81. Our group of 16-Across
 82. We've given up!
 This answer made little sense in 4-Down, and yet here it is again!

Look for the answers in the next issue. Hopefully, we'll have figured them out by then!



SOBE!



TRAVIS PROSTRAHAN

be sure to check
travis bustin' backflips
on nbc's gravity games oct 6 - nov 16

sobebev.com

 GRAVITY GAMES

**FOR YEARS,
WHERE HAS THERE
BEEN A MAJOR
INTELLIGENCE
FAILURE?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

These days it seems that no one knows the full story of what's happening with world and domestic issues. Everyone from the CIA to the President of the United States seems completely clueless. There is, however, one place where there has been the biggest intelligence failure of all. To find out where this is, fold page in as shown.



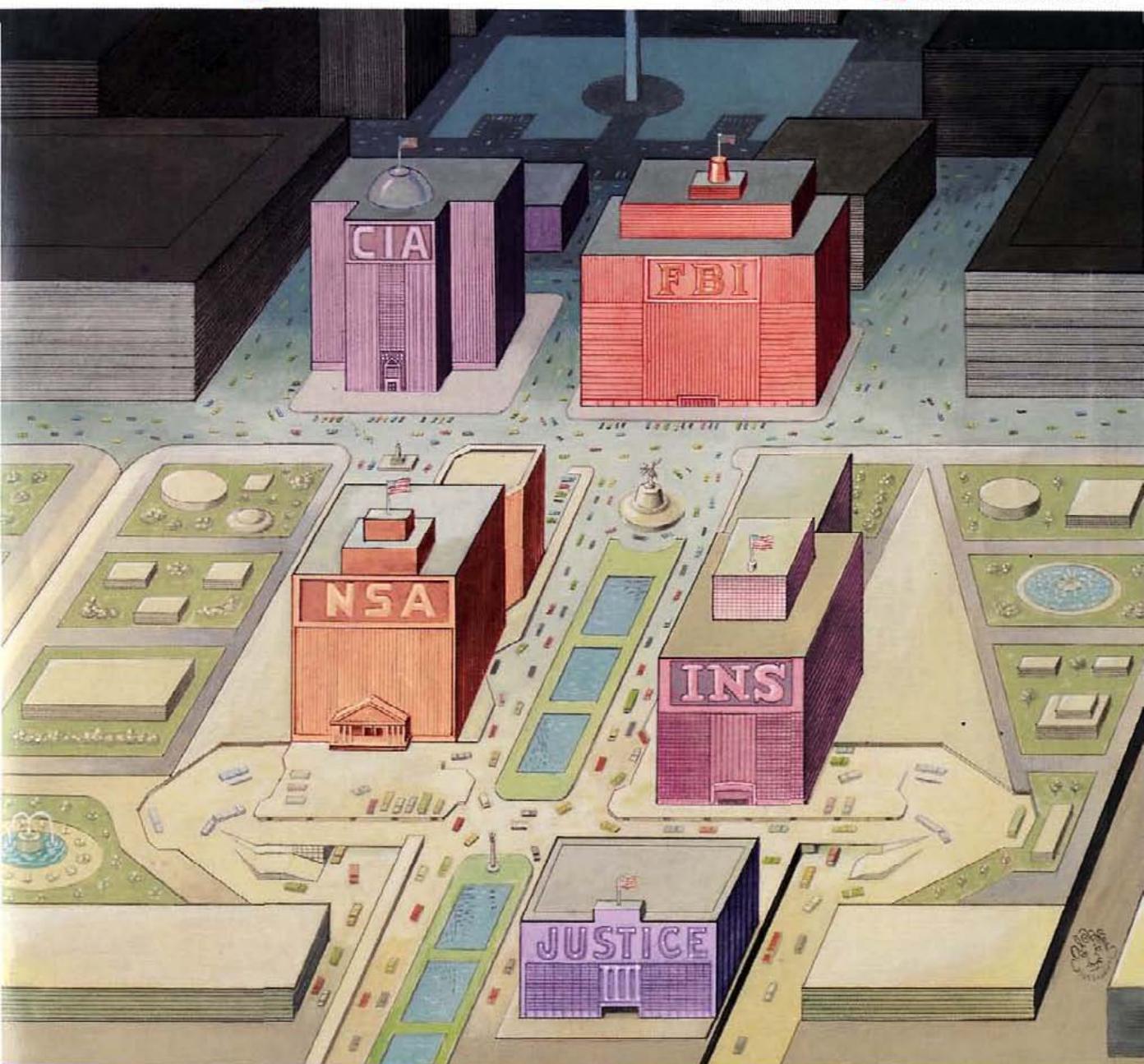
FOLD PAGE OVER LIKE THIS!

A

FOLD PAGE OVER LEFT

B

FOLD BACK SO THAT "A" MEETS "B"



**ONE THING ORGANIZATIONS KEEP SECRET FROM THE
PUBLIC IS THEIR INTELLIGENCE FAILURES. FOR AGES
WE HAVE DEPENDED ON THEM TO WARN US OF
OFFENSIVE, HOSTILE ATTACKS. THEIR BUMBLING
MAKES US APPEAR STUPID ALL OVER THE WORLD**

A

ARTIST AND WRITER: AL JAFFEE

B

A black and white photograph of a man's face, looking directly at the viewer with a serious expression. He is positioned above a large, dark, irregular shape that resembles a mustache or a stain. This shape is covered in numerous small, light-colored, irregular spots, which appear to be milk drops. The background is dark and textured.

My only fear is running out.

got chocolate milk?